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MESSAGE FROM THE HOSTING PARTNER

In view of current global developments, there exists a profound need to re-examine how we perceive, evaluate and describe experiences related to the arts and humanities. Today's rapidly changing world has created new challenges in the fields contained within the arch of the arts and humanities, bringing forth the importance of analyzing a broad spectrum of essential elements that include new technologies, cross-cultural factors, critical thinking, and multiliteracies.

In seeking to meet the challenges brought forth by contemporary developments, Universiti Sains Malaysia believes that it is crucial for scholars, educators and institutions to take into account the demands of changing needs and integrate them into current practices. This is vital in order to equip the relevant parties with the necessary knowledge and skills to meet the challenges of and engage effectively with a fast-changing borderless global village.

Universiti Sains Malaysia is pleased to have been accorded the opportunity to be a hosting partner of this esteemed conference, the 4th International Conference on Arts and Humanities (ICOAH) 2017, here in Colombo, Sri Lanka. The theme 'Arts and Humanities: Global Vision for a Changing World' is of utmost relevance and reflects one of the core philosophies of the university: sustainability.

The arts and humanities, as an intertwining unit, is about imagination, creation, connection, interpretation, and to an extent, persuasion. It is, after all, the arts and the humanities that have drawn the deepest trails with regards to the human heart and mind, and in doing so, we have persuaded mankind to our ways of thinking and doing. This has been so since the inception of civilization. However, challenges abound in this new era and in order for us to sustain our significance in society, the specific disciplines of the arts and humanities must find liberation in transformation and actively engage in the threads of change, or risk sinking into atrophy.

This conference is organized based on the premise that the intellectual community is enriched through the exchange of ideas, sharing of insights and healthy debate. We believe that initiatives such as this fulfil a vital need in the quest for excellence and in pursuing such a course, we can undoubtedly tap into fresh knowledge and potentialities, as well as open up new vistas for further exploration. It is hoped that this conference will inspire all of us to not only seek and impart knowledge, but also to build a sustainable future for posterity.

I would like to take this opportunity to thank the organizing team, distinguished speakers, invited guests, presenters, participants and sponsors for coming together to make the 4th ICOAH 2017 a success. I wish everyone here a fruitful conference and a pleasant stay in Colombo.

Prof. Dr. Tengku Sepora Tengku Mahadi,
Dean,
School of Languages, Literacies and Translation,
Universiti Sains Malaysia,
Malaysia.

MESSAGE FROM THE CONFERENCE CHAIR

I am delighted to welcome you to The 4th International Conference on Arts and Humanities – ICOAH 2017, held in Colombo, Sri Lanka; where researchers, educators, students, artists, and scientists gather for two days to share our special stories about many aspects of human life. From East, West, North, and South—of diverse generations, genders, faiths, and political views—we connect through a deep will to make the world a better, safer, more equitable, and more compassionate place. We seek new understandings about our environment and our roles in it. We investigate both inwardly into perception, thought processes, values, and feelings and outwardly to interactions with other beings. We aim to discover how our knowledge and creations can benefit our communities and societies at large; to break the cycles of oppression, inequity, and disrespect; and to find out how to share prosperity with those most in need. We endeavor to give our children and grandchildren better, more empowering education, for happiness, prosperity, and peace. In these two days, you will have the opportunity to tell and hear stories about fascinating human creations (literature, music, film, dance, art, design, buildings, and more); about our languages, values, political views, searches for identity, and struggles for equity; about technologies, communications, and media; and about our health, spirituality, and well-being.

With such great diversity, ICOAH is built on deep, heightened, curious, and respectful listening practices. We listen to others, to the environment, and to ourselves and allow diverse new stories to touch and enrich our experiences and perceptions. I wish to thank you for your part in ICOAH and for your generosity and passion in sharing your stories, creations, and knowledge.

Dr. Eldad Tsabary,
Director,
Concordia Laptop Orchestra,
Concordia University,
Montreal,
Canada.

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TRANSLATION AND ITS RELEVANCE AS A TOOL FOR SENSITIZING CULTURE AND THOUGHT IN THE READER

Tengku S. T. M.

School of Languages, Literacies and Translation, Universiti Sains Malaysia, Malaysia

ABSTRACT

Translation, fundamentally, is the act of moving messages and meanings embedded in one language into another language. Because its essence is language, and language falls under the umbrella of culture and thought, translation accordingly gets intertwined with culture. On this premise, the underlying question here is how and where in the act of translation does language and culture meet. The world as it is today in the era of the Millennials is often referred to as a global village. Given this new “global setting” where borders are virtually eliminated, we wonder if the role of translation has changed. Is it still relevant and in what ways is it still so? Other questions to be discussed in this paper include that of the ability of translation to create greater sensitivity in readers and speakers to culture and thought as they stand today. Examined here also is the type of tool translation has become with the advent of new sophisticated technologies into the global village that has somewhat created a kind of global culture and one language of communication. Has translation simply become a technical or technological tool or remains some form of culture sharing tool? This discussion of translation relevancy is put into perspective by highlighting studies and researches done on translation of the Arts and illustrating potential areas where the intricate link between translation and culture and thought is more evident.



ORAL PRESENTATIONS



A1

[01]

THE EMERGE JUDAISM ON THE PERSIAN CARPETS (19-20AD)

Reyhane A. N

*Fine Art University Of Tehran, Iran***ABSTRACT**

Jews have had activities in trading since long ago .One of the most important reasons for this is special conditions of a Jew's life .Improvement relations Iran-Europe , Intelligentsias community being increased ,Jews becoming closed around the world ,communications improvement, social pressures being decrease and Jews educational center being established in Iran social structure(From the middle of "Qajar" dynasty to the beginning of Islam revelation of Iran)caused Jews to step in to portion were important economically and culturally. One of them was Persian carpet business .Jews began their activities in this business many years ago .they were able to have influences on carpet business. Some of such influences were surly negative and some positive. Furthermore , Jews have produced some carpets which have been used in Jewish symbols .The analysis of Jewish carpets are very necessary in carpets history. These carpet were weaved in Afghanistan , Turkey , Romani , Jerusalem and Iran..

Keywords: Carpet trading, Jewish Traders Carpet, Persian Carpets, Jewish Carpets

A2

[02]

CREATING AN IDOL THAT EMITS POSITIVE VIBRATIONS

Athavale J. B.

*Maharshi Adhyatma Vishwavidyalay, India***ABSTRACT**

The purpose of spiritual art such as creating an idol of a Deity is to attract positive subtle energy and repel negative energy. There is a spiritual principle that the word (name of something), touch, form, taste, smell and its associated energy coexist. This means if an idol is made as a true representation of that Deity-Principle's form, it follows that it should emit the subtle energy associated with that Deity's form. At Maharshi University of Spirituality (in Goa, India), extensive research has been conducted into creating idols that emanate positive vibrations. After a sculptor from the University worked on creating an idol of Shri Ganesh (the Deity associated with the removal of obstacles), the spiritual research team compared it with another ordinary commercially available idol of Shri Ganesh. The research team first used an aura-and-subtle-energy scanner known as Polycontrast Interference Photography (PIP). The results indicated that the Ganesh idol created at the University emitted 100% more positive vibrations when compared with the ordinary idol. Separately, seekers with extra-sensory perception, who can see and feel subtle vibrations, pictorially compared the subtle vibrations of the two idols and their findings matched those of the aura-and-subtle-energy scanner. Under the guidance of His Holiness Dr Athavale (Founder of the University), the sculptor (who practises Spirituality) used His advanced sixth sense and conducted an intensive process of experimentation to create an idol that emits positive energy. In this paper, the principles he learned about creating spiritually purer art are elaborated upon.

Keywords: Spiritual-Art, Idols, Positive-Energy, Ganesh-Idol

A3

[03]

NATURE OF ŚAIVISM AT MAHĀKŪṬA

Ajeya V.

University of Delhi, India

ABSTRACT

The site of Mahākūṭa is located on the banks of R. Malaprabhā (a tributary of R. Krishna) near the ancient Calukya capital of Vātāpi (modern Bādāmi) in the Bagalkot district of Karnataka. Today Mahākūṭa stands as a unique conglomerate of 27 temples enclosed within a compound, surrounding a sacred tank well known as Viṣṇu-Puṣkariṇī. Mahākūṭa became a flourishing Śaiva centre between the 6th century to the 8th century CE and also gained the nomenclature Dakṣiṇa-Kāśī. The 'ancient pilgrimage' still holds its significance as a modern Śaiva centre. This research paper unfolds the sacred architecture of Mahākūṭa around Viṣṇu-Puṣkariṇī. It concentrates on the spatial configuration of the site and its development as an ancient-modern Śaiva *tīrtha*. It analyses the sculptural programme of the Mahākūṭa temple ensemble and provides a detailed study of the iconography of the notable images. It discusses the rationale of positioning of Lakulīśa sculptures on the south wall of five temples at Mahākūṭa, suggesting the Paśupata affiliation of these temples as also the development of this cult earlier at this site than at Paṭṭadakal as suggested by some scholars. Further, the paper also points out the absence of Lakulīśa sculptures from the two big and main temples of the site indicating the co-existence of other forms of Śaivism at the site before its conversion to Vīraśaivism in the 12th/13th century CE.

Keywords: Mahākūṭa, Calukyas of Bādāmi, Temple architecture, Sculptures, Śaiva centre, Paśupata Śaivism

A4

[04]

**PERFORMERS PERFORMING SQ: UNFOLDING PERFORMANCE AND SQ IN
THE IT SECTOR**

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ABSTRACT

Spiritual Intelligence of individual's as assessed by one's Spiritual Quotient (SQ) is no longer a secret recipe. Several studies in the recent past have proposed a significant influence of spiritual intelligence on various aspects of individual job performance. However, no study has attempted to explore the IT sector to understand the dynamics of spiritual intelligence and performance, more specifically job performance, of an individual. This research work is the first and foremost to attempt such uncharted path and explores the impact and dynamics of spiritual intelligence on the job performance of employees in the IT sector. The instrument to assess the SQ and its dynamics with the job performance is proposed. The proposed instrument is examined and verified for its accuracy and reliability over the selected sample. The findings aim at outlining the importance of paying attention to spiritual intelligence of IT professionals in order to understand and assess job performance better. Various recommendations are highlighted which will help different stakeholders of the IT sectors such as HR managers, CXOs, Project Managers, Programme managers, Leaders etc to assess, develop and improvise human resources. Finally, the challenges associated in the research are outlined and future theory building and research is proposed.

Keywords: Spiritual Intelligence, Job Performance

B1

[05]

INSTRUCTIONAL PRACTICES OF INTEGRATING HIGHER ORDER THINKING SKILLS IN MALAYSIAN ESL CLASSROOM

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ABSTRACT

The integration of higher-order thinking skills is a crucial element in the ESL classrooms, essentially with the implementation of the Malaysian Education Blueprint (2015-2025) that prioritises 21st century learning skills. However, developing higher-order thinking skills in ESL classroom can be challenging, mainly because the levels of thinking are less conceptualised in ELT activities (Waters, 2006). As the teachers aim to achieve specific learning outcomes from their lessons, it is equally crucial for the teachers to have the sufficient knowledge of integrating the higher order thinking skills effectively in their classroom practices. This paper, therefore aimed at identifying the various strategies and activities carried out by Malaysian ESL teachers to integrate higher order thinking skills in their Form 4 ESL lessons. A total of ten classroom observation from seven different schools were selected randomly to identify the effective strategies in advancing higher order thinking skills in ESL classes in line with Limbach and Waugh's (2006) critical thinking framework. The classroom observation and interviews sessions showed that instructional communications, scaffolding, learning and thinking strategy, questioning strategies and team activities were commonly used while direct instruction, feedback and computer mediation were less utilised. The study also showed that the teachers utilised round table activity, role-play, gallery-walk and i-Think maps commonly to stimulate and enhance higher-order thinking skills among the ESL students. This study has pedagogical implications to equip ESL teachers with clearly defined teaching objectives and instructional strategy to integrate higher-order thinking skills in their lessons efficiently and effectively.

Keywords: Higher-Order Thinking Skills, ESL, ELT, 21st Century Skills, Instructional Practices

B2

[06]

**IMPLICIT OR EXPLICIT LEARNING IN VOCABULARY ACQUISITION:
MEASURING THE RECEPTIVE VOCABULARY SIZE OF REMEDIAL ENGLISH
LANGUAGE LEARNERS**

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ABSTRACT

The idea that one can acquire vocabulary knowledge, an essential component for language mastery, via extensive reading (ER) is now entrenched in second/foreign language teaching. ER has long been upheld as an effective method for language development, specifically in the areas of reading comprehension, writing competence, and vocabulary knowledge development. On its own, ER primarily draws upon implicit learning but has of late been proposed to be inadequate for substantial lexical growth; although ESL/EFL learners do enjoy some lexical gains through ER, there are suggestions that the method is unlikely to be of much benefit to those with a vocabulary size of below 3,000 word families. According to Davidson et al. (2011), it appears conclusive that 3,000 word families are the least that a learner needs in order to be able to read effectively in a language other than their L1. Additionally, Nation and Meara (2010) highlighted that the first 2,000 to 3,000 most frequent words may be best dealt with through explicit teaching. The present study focuses on measuring the vocabulary size of university-level remedial English language learners, and aims to provide better direction for educators with regards to the implementation of implicit or explicit vocabulary learning strategies in their respective classrooms. The study was conducted at a public university in Malaysia, using Nation and Beglar's (2007) Vocabulary Size Test. The results largely favour the use of implicit strategies that can be complemented with time-efficient vocabulary exercises.

Keywords: ESL/EFL, Extensive Reading (ER), Implicit Vocabulary Learning, Explicit Vocabulary Instruction, Remedial Learners

B3

[07]

**PROMOTING THE CULTURE OF ACADEMIC INTEGRITY AMONG
UNIVERSITY STUDENTS: LECTURERS' ROLE**

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ABSTRACT

One of the most destructive behaviors of academic dishonesty in higher education is plagiarism and this phenomenon must be eradicated at the beginning of tertiary education to maintain healthy academic integrity environment among university students. Since lecturers are the prominent contact individuals with university students in disseminating academic related information and evaluating students' academic work, they are to a certain extent responsible to promote academic integrity among students and ensure the students adhere to it. Thus, this study aims to study the lecturers' role in promoting academic integrity to prevent plagiarism among university students. As a quantitative study, a questionnaire survey was administered among 94 university lecturers who were selected based on purposive sampling. Findings show that activities by university lecturers such as encouraging students to read plagiarism policy, conducting study skills sessions, encouraging students to use plagiarism detection software, having discussion session, changing academic task each academic year, and providing students with feedback are deduced to be the preferable strategies in promoting academic integrity among students.

Keywords: Academic Integrity, Plagiarism, University Lecturer, University Student

B4

[08]

PROMOTING HIGHER ORDER THINKING SKILLS VIA TEACHING PRACTICES

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ABSTRACT

The birth of the Malaysia Higher Education Blueprint (2015-2025) consolidates the Ministry's overriding aspiration to create a higher education system that ranks among the world's leading education systems and that enables Malaysia to compete in the global economy by specifically promoting Information and Communication Technologies (ICT) and innovations that address students' needs and enable greater personalisation of the learning experience (Ganapathy, et al. 2016). This exploratory study is vital in gaining deeper insights into the current teaching and learning practices used by ESL lecturers, the types of ICT used in their classes, their views on the integration of these skills into the curriculum and the application methods of teaching and learning using ICT to promote Higher Order Thinking Skills (HOTS). Data were collected using purposive sampling where 40 participants were selected to take part in answering a questionnaire and participating in an interview. These respondents for this study comprised of a group of lecturers teaching English major degree courses in a public university in Malaysia. The findings of this study contribute a significant amount of information to the statistics of ESL teaching and learning in higher education especially in using ICT to promote HOTS. Findings from this study provide several important insights on the potential opportunities of technologies in facilitating higher order thinking but success lies on the tasks that are appropriately designed for promoting the content. This study found that ESL lecturers encounter challenges that need to be addressed in order to facilitate the learning process with the integration of ICT as a supplementary tool in promoting higher order thinking skills.

Keywords: Malaysia Higher Education Blueprint, Information and Communication Technologies, Higher Order Thinking Skills, Teaching, Learning

B5

[09]

**ART EDUCATION IN PAKISTAN: COLONIAL LEGACY AND CHALLENGES OF
21ST CENTURY**

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ABSTRACT

Education in Subcontinent prior to British takeover was mostly informal. Institutionalized formal Education in the region was introduced by the British in 19th century. At the time of independence Pakistan inherited the educational system which was divided in school, college and university levels. The presence of art in this system is indebted to the British who opened art colleges and departments in the university, later on inherited by Pakistan. The tradition of art teaching in the subcontinent was based on apprenticeship and personal coaching. This trend was dully changed in the British period and presently art education is available to every person interested in the subject. This analytical paper focuses on the relevancy of contemporary art education with Pakistani society and the challenges faced by art institutions in 21st century. Pre- independence and post-independence institutes of higher art education in Pakistan will be analyzed to derive conclusion.

Keywords: Art Education, Colonial Legacy, Apprenticeship, Art Teaching in Pakistan

B6

[10]

THE HOMOGENISATION OF AFRICA IN UK MUSIC EDUCATION: THE WEST AFRICAN DRUMMING ENSEMBLE

Holder N.

ABSTRACT

The term ‘African Drumming’ is frequently used in KS2-KS4 music education in the UK, with many resources, ensembles and workshops dedicated to the learning and teaching of this music and its components. Being that Africa is comprised of 54 countries, thousands of unique ethnic groups and living languages, the phrase ‘African Drumming’ effectively homogenises the entire continent when the instruments and music taught overwhelmingly originate from Western Africa. As Graham and Robinson assert that, ‘schools play a key role in the “production and reproduction of power and social inequality”’ (2004), is the exclusion of non specific regions, cultures and musical terms, a by-product of colonial attitudes which denies students valuable information and contexts? Examples include the BBC GCSE Bitesize revision website describing a balafon as a West African xylophone, as opposed to referring to it as a type of xylophone, traditional in the cultures of the Susu and Mandé peoples of Guinea and Mali respectively. Contrasting ‘African Drumming’ to other studied world musics such as Gamelan, the specifics of the music and culture are intrinsic in the teaching of it, with specific scales, places (the island of Java) and rituals of the culture essential to providing relevant information to students. By analysing the depiction and misrepresentation of Africa in musical teaching resources in the UK, this paper seeks to uncover the missing detail and knowledge students can acquire when a similar attitude towards the learning of European music is applied.

Keywords: Africa, Drumming, Homogenisation, Education, UK , Colonialism

B7

[11]

**THE IMPORTANCE OF DOCUMENTING INDIGENOUS AFRICAN MUSIC
KNOWLEDGE FOR EDUCATIONAL PURPOSES: SHEET MUSIC, INSTRUMENT
MAKING AND INSTRUMENT PLAYING**

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ABSTRACT

For an African to re-produce his/her own collective knowledge as an insider it can be a vital contribution to the development of new indigenous information for teaching purposes. Africans have always been known to be keepers of indigenous knowledge systems and heritage. This can be a significant contribution towards formulating a “decolonised education” at institutions of higher learning. Indigenous African knowledge is a magnet for many researchers, which is proof that there is much to be discovered and used as African currency. For decades African Indigenous knowledge has been the resonant force that has kept Africans largely united and unique from other nations. The unfortunate part is that very little is documented about such data. The academic project has stimulated many research enquiries into fields of Indigenous African knowledge I believe there is much that can be done in preserving and promoting Indigenous knowledge systems through documenting information using current technology and professional methods.

The impetus for preserving and documenting African indigenous knowledge, particularly in African music heritage is the on-going scholarship and discourse. The indigenous African music heritage preservation and documentation has been growing in leaps and bounds in spite of proper structures being in place. The aural preservation methodology has always been the manner that Africans have used to transfer knowledge from one generation to another. This has its own disadvantages as it has so far proven not to be the best method of

preserving knowledge. The best preservation of knowledge that has been used by the Western and European researchers of documenting knowledge has proven to be the leading method of knowledge preservation. Africans have woken up to the realisation that, had this been a method they could apply, more documentation would have been preserved and improved on as well as being usable for educational purposes. There needs to be a professional documentation strategy as a way to protect the rich heritage of indigenous African music that seems to be under the threat of extinction.

Many South African academic institutions are faced with the challenge of addressing the present “colonised education” and this on-going discourse is to address the imbalances of the past. Indigenous African music heritage is at the centre of “decolonised education” in the sense that it transcends educational knowledge that has only existed in an aural format, as created by the practitioners. Many prolific indigenous African music practitioners have advocated for indigenous African knowledge to be professionalized; but with no success due to the lack of proper structures and a deeper understanding of how indigenous music heritage should be taught as a subject at the higher education level. Navigating the terrain of indigenous cultural music heritage, music practitioners and cultural

activists have attempted to improve the picture with examples of how indigenous instruments and songs could be used as a teaching model at a higher education level.

At the height of the struggle for its survival, the indigenous African music knowledge system has emerged as a persistent tool for education and heritage preservation. This research discusses socio-cultural challenges with which indigenous music heritage is faced with in today's modern world. It will interrogate such challenges by documenting indigenous African music sheet score records through transcription, instrument making and playing as a professional practice. The research will also explore practical ways of how to standardise the craft of indigenous instrument making and as well as playing at a professional level. The lack of professionalism in playing and making indigenous instruments has been one of the contributing factors in the extinction of indigenous African music knowledge and instruments in many cultural practices. Such challenges have led to very little if any indigenous African music instruments are taught at schools particularly institutions of higher learning at the same professional level as Western music instruments.

B8

[12]

**TEACHERS' ATTITUDE TOWARDS CWSN IN INCLUSIVE EDUCATION
SETTING - AN INSIGHT INTO EDUCATIONAL AND SOCIAL ISSUES**

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ABSTRACT

Children with Special needs are categorized as having impairment in physical, social, emotional, behavioral and in cognitive domain. Such children have specific necessities which impairment-free children do not have. As per the census of the year 2011, India has 20.42 lakh children who are differently abled in the age group 0-6 years and around 71% live in rural India. Right to Education is a Fundamental Right in the country. The Inclusive Education Act 1995 states that the concept of Inclusive Education is a means to educate children with special needs. The Persons with Disability Act, 1995 stresses upon equal opportunities, protection of all Rights and full participation of children with disabilities. However a number of factors are responsible for the progression, educational and social development of CWSN. Of all the contributing factors, positive attitude of teachers is of prime importance along with a planned inclusive pattern of Education having potential to meet the diverse needs of CWSN. Taking into consideration the prime factor i.e. the attitude of teachers, a study was undertaken in various schools located in rural areas of the Barpeta district of Assam, India. The outcome of the study is presented in this paper.

Keywords: Children with Special Needs, Inclusive Education, Attitude

C1

[13]

TREATMENT OF WOMEN IN MEENA KANDASAMY'S "TOUCH"

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*Department of English, Annamalai University, India***ABSTRACT**

Meena Kandasamy is an emerging twentieth century Dalit poet, fiction writer, translator, journalist and a social activist. Her first collection of poetry, *Touch* (2006) is a scathing, militant attack on the perpetuation of the social oppression of the Indian women. It discusses the issue of the sexual harassment of the women. Indian society has some sort of social mechanisms, arrangements, customs, and institutions that act as covert modes of establishing and perpetuating the subjugation of women. India, being a male-dominated, patriarchal society, deprived women of their basic rights as human beings. A Woman was denied along with many other rights, the right to education and the decisive power about her own life. The Indian caste system also has relevance to the women's discriminatory status. The features of the caste system like "endogamy" act as a mechanism of retaining control over the labour and sexuality of women, the concepts like "purity" and "pollution," which segregate people from each other and regulate mobility of women deprecate the issue of gender equality. The present paper focuses on how Kandasamy's poetry concentrated on caste annihilation and the issue of women's equality on par with a man. It is also portrayed women, particularly the Dalit women not just as the victims of the lust of the higher caste men, but as rebels fighting against the injustice perpetuated against them and champions the cause of the equality of women. Hence, This paper helps the marginalised people who plead for liberty, equality, fraternity, and Justice to lead their life with honour and dignity.

C2

[14]

**CRACKS IN THE GLASS CEILING: WOMEN CONDUCTORS, CHALLENGES,
TRAINING PROGRAMS AND NEW TRENDS**

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ABSTRACT

This presentation is centered on orchestral conducting and more specifically it examines the apparent challenges faced by aspiring female conductors in this traditionally male-dominated profession. In 2017, women conductors are arguably somewhat ‘in vogue’ with a raft of recent and high profile appointments alongside increased media coverage, awareness and debate. Nevertheless the statistics on the number of women conductors – particularly those working at the upper-most echelons internationally – paint an indisputable picture. As The League of American Orchestras reports in 2016, the percentage of music directors were 91% male and 9% female. For conducting positions that are not music directorships it was 79% male and 21% female. This presentation will survey current and historic data and industry trends alongside the more recent appearance of gender-specific training and professional programs available to emerging female conductors, namely the Taki Concordia Fellowship, Dallas Opera Institute for Women Conductors, Royal Philharmonic Society Women Conductors and the New York Conducting Institute’s Womens Conducting Workshop. Presenter Carolyn Watson has participated in the Dallas Opera Institute for Women Conductors and a recent Southbank Centre Workshop for Women Conductors. She has spent time working with and observing the leading female conductors of our time – Marin Alsop with the Baltimore Symphony, and renowned opera specialists Simone Young and Karen Kamensek.

Keywords: Leadership, Orchestral, Conducting, Gender Studies

C3

[15]

WOMEN IN LEADERSHIP; THE STEREOTYPING OF WOMEN

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“Women leaders are assumed incompetent until proven competent.” -Unknown

Women in leadership positions are not easily acceptable in the society. There are expectations from the society and to come up to the expectation of the men orientated society becomes a challenge sometimes for women. Every -where, we claim of equality of men and women. This paper looks at expectations from women in leadership positions within the business world and how those expectations change when the job is no longer male oriented. Women, in typically female jobs, are not held to the communal stereotype that would expect them to use democratic leadership style, indirect requests, and low status-modifiers, when speaking with subordinates. Women in typically female jobs are much more accepted when leading in an autocratic style than women in typically male jobs. Stereotyping is one of the larger hurdles for women in leadership positions. For example, when a female leader's success is proven and known to be outstanding, her performance will not be evaluated using gender stereotypes but instead by the available known information. Despite the evidence that women are capable of being top performers in any role given, women are still not attaining top-level leadership positions in comparison to their male peers. This paper will consider some of the reasons that women have difficulty in climbing the corporate ladder as well as discuss stereotyping and gender as it relates to leadership traits.

C4

[16]

**SOCIAL EXCLUSION AND CHALLENGES FACED BY TRANSGENDER (A
SOCIOLOGICAL APPROACH TO THE STUDY OF TRANSGENDER IN TAMIL
NADU)**

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ABSTRACT

Indian society is been stratified based on religion, class, education, caste, language and it interconnects with gender too. Mostly, Indians tolerate, accept, and respect a wide range of differences in cultures, religions, languages, and customs. Despite Indian society's general ambience of acceptance and tolerance, there appears to be limited public knowledge and understanding of same-sex sexual orientation and people whose gender identity and expression are dissimilar with their biological sex. Majority of the people think of gender as some kind of inalienable property of individuals, as something we do than as something we are or have. Although transgender have recognition in Hindu society to some extent, in contemporary context it is their gender non-conformity which makes them socially excluded. Hence, this article aims to:

- Highlight the extent of social exclusion and corresponding problems faced by transgender community of Tamil Nadu.
- Address the challenges faced by the transgender community of Tamil Nadu.
- Identify the solutions to the problems and challenges faced by the transgender community.

The article explores contemporary research studies on transgender, for instance, while transsexual studies was focused mostly on male-to-female transsexual perspective, this article also includes female-to-male transsexual and transgender. This article is complied with case studies as primary sources and the secondary data available in the field of sociology along with some of the inputs from other disciplines such as history, economics and psychology. This article also reveals current trends of sociological inquiry in the area of transgender in Tamil Nadu as a discussion of sociology's possible contributions towards transgender community.

Keywords: Transgender, Social Exclusion, Challenges, Solutions

C5

[17]

**USING FACEBOOK FOR ENGLISH LANGUAGE LEARNING: THE
DIFFERENCES AMONG GENDER AND ETHNICITY**

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ABSTRACT

This study investigates university students' perceptions of using Facebook for English language learning (ELL) based on gender and ethnicities. A survey was used for data collection, in which all 622 participants reported to having at least one Facebook account which they frequently accessed multiple times a day. The findings show that the students possessed positive attitudes, motivation, and self-confidence in using Facebook to learn English language. They reported to have acquired new English words and sentence structures from their engagement with Facebook. In terms of gender and ethnicities, it is the female students, and the Indian respondents who illustrated highly positive perceptions of English language acquisition, motivation, attitudes, and self-confidence, when engaging with Facebook. The awareness of these differences and strengths between gender and among ethnicities, may assist the creation of more suitable learning strategies especially with the integration of Facebook and other social media.

Keywords: Facebook, English Language Learning (ELL), Gender, Ethnicity, Attitudes, Motivation

D1

[18]

MAKING LEMONADE: A POP CULTURE ANALYSIS FOR STEM STUDENTS

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This paper will discuss the relevance of a video album's analysis for STEM students. Texas A&M University at Qatar (TAMUQ) is wholly comprised of four engineering programs, namely Chemical, Electrical, Mechanical, and Petroleum. The engineering students who opted to take Literature + The Other Arts as a course elective during Fall Semester 2016 embarked on a journey that involved the analysis of literature, graphic novels, films, paintings, and a video album – Beyonce's Lemonade. Much to the delight of this Liberal Arts professor, this assignment was an overwhelming success: Not only did engineering students grasp the connections of the video album's themes, but the activity also brought a contemporariness to student activities that students lauded. Once students listened to the album, they were asked to watch the hour-long accompanying video album, which explores themes of betrayal, forgiveness, otherness, and redemption among others. Students were then required to blog about a particular song from the album, and they were also required to connect visual to textual rhetoric within their discussion. The presenter, a Liberal Arts professor at TAMUQ, will share his findings that not only reassert the place of pop culture within the contemporary classroom but also reaffirm the need to readjust and revitalize classroom activities for the sake of relevance to changing student needs.

Keywords: Classroom Practices, Innovation, Analysis, Critical Thinking

D2

[19]

**“ROLE OF MEDIA IN REDUCING RURAL POVERTY; A STUDY ON ROLE OF
TELEVISION IN REDUCING RURAL POVERTY IN SRI LANKA”**

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ABSTRACT

“Mass Media with its’ sixty plus years history and its perceived capability to directly affect large audience has enormous capacity to communicate for and about development. Especially Television has been continuously evolving as the most ‘massive’ of the media in terms of reach, time spent and popularity, has barely changed over thirty years and it add all the time to its global audience” (Mc Quail, 2010: 35) Participation is considered by Wilkins (2008) as a right of every stakeholder, especially the poor who would benefit by development interventions, to participate in the process. Conceptualizations and justifications for participatory development have varied greatly encompassing recognition of the process as well as the consequences of social change. Development practitioners, Professionals and Governments all over the world have been exploring ways to maximize participation of beneficiary communities in the process as one of the key factors contributing to success. Participation is a tool that helps development planners to utilize indigenous skills of the communities in the process and integrate new knowledge in to the communities in the process as well. Some development institutions consider participation as an end in itself. Therefore participation and mobilization are multi-pronged activities in which media can be used efficiently. Wilkins (2008) discusses about the way media communicates about development, questioning the way that social change projects articulate assumptions about problems, solutions, and communities while emphasizing that the ongoing discussion on communicating about development contribute towards improving strategies for communication for development. Hence this research study will examine how the documentary in Television choose and frame issues pertaining to poverty and how producers in Sri Lankan television perceive their role within the context of poverty; what factors influence the television to discuss poverty among rural poor. The findings may conclude whether television has been utilized fully for the benefit of rural community and to what extent the rural poverty is discussed, with suggestions to improve the television output which will reduce the knowledge gaps among rural poor, improve participation and reduce rural poverty.

Keywords: Poverty, Rural, Television, Media, Reduction

D3

[20]

**THE INFLUENCE OF SOCIAL MEDIA ON THE SELF-ESTEEM OF YOUTH:
SPECIAL REFERENCE TO FACEBOOK**Pothanayaki N.¹, Anutharsi L.² & Poongulay.B³*^{1,2}Department of Languages and Communication Studies, Trincomalee Campus, Eastern
University, Sri Lanka**³Media Studies, Faculty of Arts, University of Jaffna, Sri Lanka***ABSTRACT**

In this post-metaphysical age youths are pulled or pushed into a world of illusion created by virtual reality such as Facebook, Instagram, Twitter, Linked in, Tumbler, You tube, Blog and etc, because it has the foremost influence on the self-esteem — an individual's overall personalized emotional evaluation of his or her own worth— of youth whose use of social media has multiplied in recent years. This study investigates the connection between Facebook (as preferred example for social media) media, and the positive cum negative impacts on the self-esteem of youth. The “ideal image” as propagated by Facebook is seen as the scale and if youths are incapable to get to that “ideal image”, they feel that they are not so good for anyone or even for themselves but at the same time this perpetual exposure to “ideal” gives a space for them to upswing their self-esteem. Facebook impacts their self-esteem by changing their whole life styles, such as personality, prestige, publicity, feelings and thoughts, behaviors, the choice of their friends, and etc. This influence leads them to upgrade their self-esteem within themselves and at the society level too. Also it helps them to become a well-known person in the social media platforms. By upgrading their self-esteem they try to create an optimistic image and inspire others to like themselves. The study concludes that, Face book brings a powerful sense of achievement and public recognition towards youth in order to enhance their self-esteem, which can be also seen as a mistaken identity that emanates from simulacrum creating a hyper reality due to the interactions the virtual reality created on social media sites by shallow minded people.

Keywords: Social Media, Facebook, Self-Esteem, Ideal Image, Youth, Positive And Negative Influence

D4

[21]

**GO-JEK INDONESIA A VIRTUAL URBANISATION AND CITY COMMUNITY
HABIT (STUDY ON A USER GO -JEK SURABAYA CITY)**

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Airlangga University

ABSTRACT

This research aims to develop the formation of Habit from a Virtual perspective urbanisation happened big cities in Indonesia. One of them is the Surabaya. This is Gojek motorcycles as transportation used to deliver and fetch passengers based on a virtual has been equipped with the features and applications of the computer that has been automatically connected to the internet which can be accessed through the smartphone. As the comparison, there are many forms of transportation based on the application and the online is almost the same with gojek but facility the pure only to for transportation, besides gojek, also provides a means of transportation based on the original virtual Indonesia. This research uses Computer-Mediated Communication (CMC) theory is a type of application programs that are used to perform the communication between two or more people to interact with a different computer and is located in a different place again. In this research also in support of the concept of the virtual perspective urbanisation and the idea of the society by Bourdieu Habit from this perspective appears convergence between technology and urban life.

In this research using qualitative methods with fenomenologi approach the researchers using the user informants Go-jek in Surabaya City that consists of several community groups such as the employees and students

Key Words: Gojek, CMC Theory, Virtual urbanisation, Habit

D5

[22]

**COMMUNICATING IN THE VERNACULAR: DIGITAL TYPE AND DESIGN IN
TAMIL CINEMA ADVERTISING**

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*Stella Maris College, University of Madras, India***ABSTRACT**

Typography is defined as ‘the arrangement and appearance of printed matter’. However, in today’s context it can be updated to include the design arrangement of any communicative material. ‘Grammatology’ according to Jacques Derrida, is the study of writing as a distinctive form of representation and within its domain are the material forms and processes of typography and design. Typography, in relation to structuralist theory, as instituted by type designers Bodoni and Didot charts a shift from the humanist understanding of printed letters as reflections of handwritten marks or classical proportions towards the modernist view of typography as the endless manipulation of abstract elements. It is possible to draw parallels with modern English typography and similar stylistic developments in the title designs for Tamil cinema posters and hoardings where words, images, and objects participate in a culturally determined meaning characterizing a verbal language. Though cinema in India has been in existence for over a hundred years, in recent years there has been an explosion of new and highly inventive typefaces. This paper will examine how digital typography and design as a vernacular cultural force sought to reach a varied audience in the titles created for Tamil cinema publicity from the year 2000 onwards. The designer developed visual codes that forced the audience to reevaluate conventional Tamil typeface design. While earlier Tamil cinema advertising used handcrafted type and imagery to promote the film, it changed with digital technology enabling the typographic design of the titles of the films to indicate the genre be it mythological, historical, patriotic, romantic or action oriented.

Keywords: Typography, Design, Communication, Cultural Meaning, Vernacular, Visual Code

D6

[23]

**DISCOURSE OF CHINESE INDONESIAN NATIONALISM ON YOUTUBE VIDEO
“*TIPIKAL ANAK MUDA INDONESIA – TYPICAL OF INDONESIAN YOUTH*”**

Daniel S.

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ABSTRACT

Youtube as a new media has been viral in Indonesia since 2010. Much Indonesian youth became popular as Youtubers (user of Youtube whose actively uploads the video on Youtube). Data of Google Marketing indicated Indonesia as the country with the biggest population for viewing time on Youtube in Asia Pacific at 2015. Youtube also the 1st rank of most viewed social media site in Indonesia (data by Alexa.com, 2016). One of the famous Indonesian Youtuber is Last Day Production (also known as LDP), who regularly upload the situational drama, skits, and parody. All of the casts in LDP are Chinese Indonesians and in young age (under 30 years old). In Indonesian National Day 2016, LDP uploading the video, “Tipikal Anak Muda Indonesia” (Typical of Indonesian Youth) and exposed on how Indonesian youth now envisage their nationalism. LDP created this video in collaboration with Eka Gustiwana, young famous Youtube musician, Aulion, and Kevin Anggara, other famous Indonesian Youtuber. This video also became trending video in Youtube Indonesia around August 2016. Cyberculture theory became the approach in this research. This study also used Visualizing Methods for the approach in this research. Unit analysis of this research is viral video, text, music, and what the LDP portrays in this video.

Keywords: Nationalism, Discourse, Indonesia, Youth

D7

[24]

**THE EFFECT OF SOCIAL MEDIA BETWEEN PROBLEM OF SELF EXPRESSION
FREEDOM IN DIGITAL ERA WITH YOUTH EMPOWERMENT EFFORT**

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ABSTRACT

The globalization has brought many impacts on our lives. The modernism era also has made technologies growth increasingly. Media as one of technology kind has become changing into society spheres, not except teenager. Teenager as young generation that will continue changing was change indicators of the future. Teenager as media active user has a big opportunity to make a changing, best or worst. And the social media which near with teenager will guide them to decide their ways. Social media made easier every activity, not only entertainment benefits from us but also information too. Every person can share whatever in social media such as important thing till useless thing, such as sharing story about their relation with their couple. By social media every people showing their behavior, attitude, sight, feel about everything which happens to their life. And this research, author wants to explore more for effecting the easily of accessing media with contradictions of contributions given by youth and youth empowerment effort.

Keywords: Social Media, Digital Era, Youth Empowerment

D8

[25]

**MASS MEDIA, AN INDISPENSABLE TOOL IN LANGUAGE LEARNING
PROCESS AND LANGUAGE ACQUISITION**

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ABSTRACT

The boulevard to establishing a firm grasp over the fine nuances of the English language is often stymied with obstacles for the average Indian. The education system is obliged to help out but lackluster and dreary methods have been all it could think up. Very few have achieved command over vocabulary and grammar by burying their nose into a Wren and Martin and mugging their way through hell and back. It isn't physics or chemistry when your textbook is all the help you need. As a matter of fact, in the real world, your communication skills are necessitous for sustenance. In this super fast moving cosmos I would propose that *Mass Media* is the best way to pull out all the stops to raise the standard of language learning when I say Mass Media I would like to put it to the readers as Television, Internet, Music, Face book, YouTube, video games, Forums & message boards, Mobile devices and learning apps etc. Furthermore these devices and apps are alive round the clock, round the globe. This paper stands to a serious proposition of the accessibility of Language learning through these platforms.

Keywords: Nuances, Complexities, Vocabulary, Media, Learning Apps

D9

[26]

**THE POWER OF ONLINE MEDIA: CRITICAL DISCOURSE ANALYSIS OF
SECURITY CRITICS**

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ABSTRACT

Security issue becomes most reported headline in mass media. This kind of issue belongs to hard news which is covered and reported as soon as it happens. All aspects which are written and displayed in text can influence the readers. Although many believe that news exist to inform the reader, news can be misled and it carry specific point of view toward some issues. Critical discourse analysis becomes the tool to search out how news text contains the power of editor. This research is using a text from online media talking about security critics. The research held with qualitative method. As for verbal aspect, researcher use appraisal theory (Martin and White , 2005) and as nonverbal aspect is using news value of photography by Caple (2013). The result are the differences in distribution in negativity aspects as verbal carry more negative aspect than nonverbal. The result also shows how the writer and editor positioning their selves toward the event and compositioning the tendency in reporting news as they favor and thought.

Keywords: Critical Discourse Analysis, Multimodality, Journalism

D10

[27]

**FILM INDUSTRY TRENDS IN SULAWESI: AN ECONOMY-BASED CULTURE AS
A NEW ECONOMIC FORCE**

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Indonesia's wealth potential is very large and wide, one of which is cultural diversity. Surely this is likely to encourage the competitiveness of the Indonesian nation in the future by prioritizing creativity and innovation in national development to optimize the potential wealth of its possessions. In this research, the researcher wants to expose the trend of film industry in Sulawesi which most of the film take local title close to daily, or local culture. Such as a movie *uang panai* prove that local films still get a warm place in the people of Indonesia. This film became the first regional film that can penetrate Box Office Indonesia. The film gets a new stage, Dozens of production houses (PH), acting classes, and a number of movie titles keep popping up so that opens up many job opportunities. So that later Indonesia will no longer rely on exports of raw materials, but will also be able to export high value-added products. Creativity and innovation will also make the local cultural heritage and wisdom contribute greatly not only to the national economy but also to improving the image of the Indonesian nation in the eyes of the international world. The two main approaches used by this journal in the development of the national creative economy, the national collaborative approach, namely the collaboration between industrial sectors, universities, government, business actors, and the creative community; As well as strategic focus approach, that is, the government must be bold in determining the focus of creative industry development in terms of determining the focus of industry sector and creativity-based areas that will be developed.

Keyword: Industry, Economy, Culture

E1

[28]

MELODIC SIGNIFIERS IN SOUTH AFRICAN JAZZ STYLE

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Jazz was born in America, yet many parts of the world lay claim to a particular regional flavour of jazz. The language of jazz is adaptable and has infused with indigenous music across the world. South African jazz is a recognizable sound with distinct elements. The infusion of *marabi* and *kwela* with American swing form the basis of what is called South African jazz. Despite the vast research on South African music, very little research has attempted to identify, analyze and describe musical idioms that are unique to the South African jazz style. The *blue note*, with the nuances and inflections of a vocally conceived music, is integral to American Blues style. Bebop jazz, as a style, may be identified by the organization of chromaticism and chord tones with syncopated rhythmic figures. Through a musical analysis of themes and improvised excerpts of South African jazz, this paper attempts to codify melodic signifiers that are idiomatic to the sound of South African jazz.

Keywords: South Africa, Jazz, Analysis, Style, Improvisation

E2

[29]

APPRAISING PROFANITY: A CRITICAL DISCOURSE ANALYSIS OF OBSCENE LANGUAGE IN POP SONGS

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ABSTRACT

The proliferation of the use of profanity in pop songs in the recent years is more pronounced than ever. Swear words and sexual language have been characteristically and stylistically used in hip-hop and rap music, which is prevalently male-dominated. The recent adoption of obscene language in popular songs made famous by female pop singers like Katy Perry, Lilly Allen, Selena Gomez and many others has signified a new movement in popular culture and an imminent social change. Subscribing to the view that social activity is a manifestation of texts and negotiated meaning in discourse, this paper seeks to investigate the use of obscene language in songs popularized by female pop singers in the construction of female identity in popular culture. To this end, the lexical features in the selected songs infused with provocative vernacular are identified, and the metafunctions of these texts are further categorized, analyzed and evaluated using the Appraisal Framework developed within Systemic Functional Linguistics (SFL) by Martin and White (2005). Drawing on critical theories and scholarly studies of popular culture and poststructuralist feminism, the textual evidence is interpreted to demonstrate how profanity in pop songs realizes the performativity of postmodern female identity in popular culture.

Keywords: Obscene Language, Popular Culture, Critical Discourse Analysis(CDA), Appraisal Framework, Poststructuralist Feminism

E3

[30]

A RHYTHMIC JOURNEY THROUGH TIME AND SPACE - A STUDY OF ANCIENT SOUTH INDIAN DANCE AND TEMPLE ARCHITECTURE

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ABSTRACT

The two physical models, dancer and architecture coexist as an intertwined system of Hindu philosophy. Both dance and dancer function as a vehicle for divine invocation and are mirrored in the architectural surroundings. This paper attempts to illustrate the deeply seated connection between ancient south Indian dance and architecture so that we can see the symbiotic relationship of both of these arts and their mutual dependence in aesthetic expression. The intention of this study is to rediscover and understand the technical, artistic and spiritual complexity of ancient south Indian temple architecture and dance. To investigate this connection between dance and place, it is imperative to understand the mythical origins of architecture and temple dance. The Hindu philosophy of the cosmic man and its religious relationship with the Dravidian architecture of Tamil Nadu is the starting point of the discussion of a south Indian aesthetics. The temple, as a setting for dance performances, and constructed based on the mandala, shares this quality of immersing its participants into a multi-sensory spatial experience. The idea attempts to examine the evolution of Bharatanatyam, a south Indian dance form, in parallel with a transforming south Indian and architectural identity. The analysis will illustrate links between structure, symbolism and performance space, mapping out an intricately woven cultural fabric.

Keywords: South Indian Dance, Temple Architecture, Natyashastra, Aesthetics

E4

[31]

I PROTEST PERFORMATIVITY AND MOBILISATION OF INTERNET THROUGH CONTEMPORARY MUSIC VIDEOS IN KASHMIR

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ABSTRACT

Kashmir has long been imagined as the locus and space of desire in Bombay Cinema and has continued to be depicted in the Indian imagination as ‘heaven on earth’. However, increasing conflict between the Indian and Pakistan states, the demands for Azadi (freedom) by the local population, and heightened militancy and violence from the 1990s onward has changed this imagination from lauding the stunning beauty of Kashmir to seeing the landscape being stained by Kashmiri blood, the “sheer rubies on the Himalayan snow”. This research paper explores the changed and charged contemporary situation in Kashmir through the perspective of Kashmiris who are now responding to this imagined homeland, and the devastating contours of the everyday through audio-visual media (music videos) and the internet. The focus is established on the production of music videos from the valley that speak of citizen rights, freedom and of the atrocities afflicted on the populace. This contemporary phenomenon seeks to blend classical Kashmiri folk and poetry with forms like Rap and Hip-Hop. A new cultural and political geography of Kashmir is created by an archive of this audio-visual material. This new digital Kashmir is examined through theoretical engagements with works on digital sphere, music, sound and performance. Conclusively, this paper hopes to establish an understanding of the digital existence of Kashmir – different from the popular imagination of it as a ‘paradise’ – one that is boiling and seething with anger, protest and violence and is expressing it through music dispatched directly on the internet.

Keywords: Digital Kashmir, Virtual Geographies, Mobilisation of Internet, Kashmir & Hip-Hop, Kashmiri Rap Artist

F1

[32]

CASTE DISCRIMINATION IN ROHINTON MISTRY'S A FINE BALANCE

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Rohinton Mistry is a writer of Indian Diaspora who possesses a double identity. By birth, he is an Indian and settled down in Canada, yet, despite everything, he expounds his country through his anecdotal works and discusses the agony of immigrants. He throws light on discrimination, brutality, and injuries confronted by the Dalits in rural India. This paper mainly concentrates on how Rohinton Mistry's second novel, *A Fine Balance* mirrors the truth of India, the political issues of debasement, discrimination, oppression, and abuse experienced by the Untouchables in India. It additionally gives an understanding into rustic India, concentrating on the unfairness, savagery, and ghastliness of injury of Dalits in India along communal and religious uniqueness. *A Fine Balance* is a societal imbalance among the masses; however, Mistry separates his sympathy toward his Parsi community and uncovers his sympathy toward other groups living in India. In this novel, Mistry depicts the discrimination and dissimilarity of the untouchables and Dalits among the high class people in the village, who treat them like animals rather than as human beings. In this novel, we come across the 'Chamaar Community known as "Mochi" (Dalit) Characters like Narayan, Dukhi, Roopa, Ishwar, and Omprakash are persecuted under the oppression of Thakur Dharmasi. It also reveals the story of how four characters--Dina Dalal, Om and Ishwar, and Maneck Kohlah--meet up to live in Mumbai city.

F2

[33]

CHILD MAINTENANCE LAWS IN MALAYSIA: A BOON OR A BANE?

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Malaysia would be celebrating her 60th year of independence from the colonial rule this year. Since independence, tremendous developments have taken place in the field of science and technology, education and infrastructure, to name a few. Nevertheless, it is disheartening to note that though the nation has progressed, the same cannot be said for all segments of society, one of which being, children. This paper aims to examine the rights of children in Malaysia, in particular, the right to maintenance. Malaysia practices a dual system of Family Law, one for the Muslims (who are generally governed by the Syariah Law) and one for the non-Muslims. This paper would examine the child maintenance laws applicable to non-Muslims. Most of the present laws on child maintenance were passed in the 1950s, during the colonial rule. Since Independence, there have not been many developments pertaining to the right to maintenance of a child. Hence, the purpose of this paper to examine four issues pertaining to child maintenance, i.e. first, the definition of a 'child' in the present statutes, the right of an illegitimate child to claim maintenance, thirdly, the right of an adult child to continue being maintained and fourthly the enforcement of maintenance orders. In examining the above issues, the writer would also refer to the laws in other jurisdictions such as Singapore and the United Kingdom and finally attempt to suggest certain recommendations to rectify the lacuna and weaknesses that are currently prevalent.

Keywords: Child, Maintenance, Laws, Weaknesses, Right, Reforms

F3

[34]

COMPOSITION OF THE SECURITY COUNCIL: HAS IT BECOME ARCHAIC?

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The United Nations was formed in 1945 as an aftermath of the failure of its predecessor the League of Nations to prevent the Second World War. The United Nations comprises of six principal organs of which the Security Council is considered to be the most powerful one. A proper analysis of the Charter of the United Nations will reveal that the assumption is a vindicated one as the main purpose of the United Nations is to maintain international peace and security, and it is the Security Council upon which the responsibility of maintaining international peace and security has been primarily conferred. However, since the inception of the United Nations, the number of member nations has become fourfold and the number currently stands at 193. Moreover, the world has also changed drastically in the last seventy two years since the formation of this organization. This paper argues that in order to meet the changing demands of the present world, it is imperative that the Security Council be reinvented. This paper further contends that the reinvention of the Security Council should not only evolve around the idea of enlarging it but also around the idea of modifying its working methods. Besides it critically examines the positions taken by the permanent members of the Security Council on the subject matter.

Keywords: League of Nations, United Nations, Security Council, International Peace and Security, Permanent Members

F4

[35]

POLITICAL FREEDOM BETWEEN LEBANON AND DUBAI: A MEANS OR AN END?

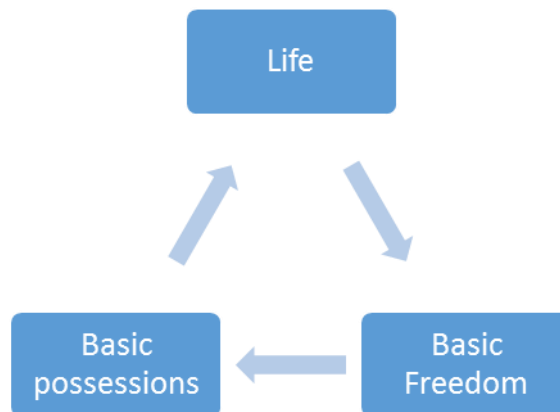
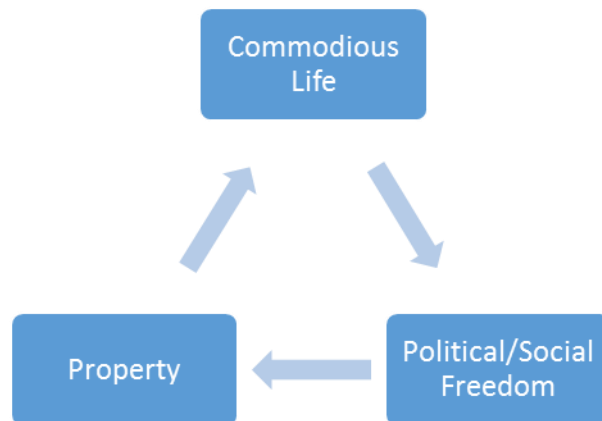
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ABSTRACT

As a Lebanese expatriate, living in Dubai - this relatively new born luxurious city where people live with a very little margin of political freedom - has opened my eyes to a very peculiar phenomenon: it is the fact that people of Dubai, despite this very little margin of political freedom, are very well satisfied and happy. In Lebanon however, with a relatively high level of political freedom (the dimensions of which to be explained briefly in the paper), people are neither happy nor satisfied because of the severely deteriorated economy and corrupt politicians which lead to general poverty. This satisfaction and happiness in the “Dubai experience”, as it is called by the many, makes one wonder: Could political freedom be a mere tool used to reach the end of living a commodious life, that is, a life of a relatively satisfactory level of luxury? And, more importantly, if this end of commodious life is reached, would people be happy regardless of whether the prevailing political system acknowledges political freedom or not? Put in different terms our question is the following: If the commodious life can be realised independent of political freedom (as it is the case in Dubai), can this stand as an evidence that political freedom is a mere tool to reach commodious living and not an end in itself and thus not a natural right?

To approach the subject correctly, a reference to human’s natural rights had to be made. Hence, the argument started from Locke’s natural and inalienable rights of life, liberty and property. We noticed triangular liaisons connecting Locke’s natural rights where the survival right is the main ontological reason that necessitates the right to be free to control one’s life and from there comes the right to possess the necessary assets to guard this life; yet, it is common knowledge that a person can survive (biologically) without being free with the only condition being the minimal possessions necessary for this form of survival. From this triangular relation, we constructed a hypothetical parallel where, the starting point - the reason - would be the commodious life and not biological survival per se, and then freedom in this analogy would be a form of political freedom apt at guarding this commodious life (as it is with Locke where the social contract is the guardian of political freedom and thus good life). As a result of our paradigm, there comes possession that is concerned with assets not only to guarantee the survival of the human body but a form of property to guarantee its relative luxury and well-being. So we ask: if with the necessary possessions people can survive biologically independent of basic freedom, can they survive commodiously without political freedom if the property necessary for their luxurious life is procured?



F5

[36]

MODERNIZATION OF *OMO NIHA*: STRIVING AGAINST EXTINCTION

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Nias is an island that lies on the west coast of Sumatra, Indonesia. The island is a home for Nias people who still live in their traditional megalith cultures. Earthquakes frequently happen in Nias. Every large earthquake forms this island inches by inches from the surface of the sea. This geological feature makes Nias people develop a local wisdom to build their own traditional houses named Omo Niha. This concept is like a boat in a shaking island. Earthquakes never ruin these houses. Now these people face the inevitable challenges of modernization that are able to ruin the local language of their house form and bring them to extinction. This paper intends to describe the challenges of modernization for Omo Niha.

The lack of traditional materials, construction techniques, and knowledge on the local wisdom, values and meanings of the artifacts causes modern technology and materials can replace the original ones.

The modern lifestyle requirements and change of society have already become the challenging factors to preserve the cultural heritage. In this paper, qualitative descriptive methods are used to explore tensions, problems and solutions to these particular issues.

Keywords: Nias, Traditional Houses, Modernization, Cultural Heritage

G1

[37]

REPOSITIONING CHINESE CULTURAL HERITAGES OF BANDUNG: A MITIGATION EFFORT

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ABSTRACT

For more than three decades, Chinese culture was not able to grow in Indonesia due to some political issues. Ethnic discrimination emerged and followed by the anti-Chinese spirit nurtured by the government among the nation. Although there has been such a great change nowadays, Chinese cultures is still somehow excluded and not considered to be the cultural entities that build Indonesia's multicultural identity. It includes the Chinese cultural heritages in Bandung, although Bandung is a city with so many architectural heritages inherited during the Dutch occupancy. Nevertheless, the people of Bandung hardly understand the significance of the Chinese cultural heritages, so that those heritages are in a serious thread of mistreated, misunderstood and even possibly facing destructions. This research aims to collect and thoroughly reposition these Chinese cultural heritages in Bandung as a mitigation effort to reduce the severity of losing these valuables. There are various categories of heritages such as old Chinese tombs, residential heritages, religious heritages, commercial heritages, educational heritages, culinary and social institutions. The paper will explain some ideas, methods and also the theoretical platforms to reveal the significance values of each heritage. Started with a glance tour of the city, historical research, collecting memories from living witnesses and categorizing the objects. Finally, this paper will suggest some strategies to put these valuable heritages as the City's heritage and save them from the thread of extinction through public socialization, exhibitions, cultural events and tourism strategies.

Keywords: Chinese Cultural Heritage, Bandung, Mitigation, Significance

G2

[38]

**ON THE AESTHETICS OF OPACITIES: A HYPOTHETICAL DIALOGUE
BETWEEN ÉDOUARD GLISSANT AND THING THEORISTS**

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ABSTRACT

This paper will first of all build a hypothetical dialogue between Edouard Glissant and the two thing theorists, including Bill Brown and Ian Bogost, and seek to argue that, in so doing, one could trace a prototype of opacities aesthetics, launched by Glissant, and further corroborated by the two thing theorists. Glissant in his very important work *Poetics of Relation* already presciently maps an aesthetics of materiality *avant la lettre*, based on what he terms "opacities." Even as it is not spelled out as such by thing theorists, the aesthetics of opacities, it is to be demonstrated, continues to be developed in thing theory by Brown in *Other Things* and Bogost in *Alien Phenomenology, or What It's Like to Be a Thing*. I will see how Brown could help one to conceptualize opacities as thingness, and Bogost could ask one to consider poetics of Relation as ontography. Meanwhile, as the research result later might show, in turn, the ethical significance of the aesthetics of opacities may also deepen thing theory's rethinking of ethics. I would like to pursue Glissant's suggestion that literature will be best expressive when humans and materiality are on the same, identical plane and the relationship of being together would then be of the crucial focus in both literary expressions and ethics. In these two trends listed above, the shared tendency is to see matter (materials, quasi-objects, things, units, etc.) in the place of human language, and assume that the semantic capacity of human language cannot express properly what matter is. The aesthetics of opacities, assuming the great affinity between matter and meaning, could be a contribution to pick up once again the issue of how literature could translate realities with vivid language.

Keywords: Aesthetics of Opacities, Édouard Glissant, *Poetics of Relation*, Bill Brown, Ian Bogost, Thing Theory

G3

[39]

**COOLING CHINA'S BODY: HERBAL COOLING TEA AND CULTURAL
REGIONALISM OF LINGNAN IN CHINA'S CONTEMPORARY
BIONATIONALIST PROJECT**

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ABSTRACT

This essay employs the recent development of Chinese medicine in Lingnan, South China, and the role it plays in the popularization of Chinese herbal cooling tea as an example to lay bare how a traditional medicine-focused bionationalist project is enacted and enabled at the local level. Central to this particular bionationalist project is the cultural regionalism at work, a concept working to illuminate the complex dynamics between the nationalist initiatives, biosecurity agenda and regional development in contemporary China. The first part of this essay begins with a brief account of the history of Chinese medicine development in China, with particular emphasis on the changing role of Chinese medicine in China's bio-nationalist project in the economic reform era – the new phase in which China is known for its economic initiatives by the world. The second section contributes to the literature of bioeconomy and bionationalism by foregrounding the importance of scale, especially that of the provincial and the regional, in scrutinizing the ways through which the nation-wide Chinese medicine policies come into force in contemporary China. The third and the fourth sections introduce the case of Chinese herbal cooling tea to demonstrate how the post-SARS bio-safety concern is articulated with the local actors' bioeconomic initiatives through the evocation of Lingnan regionalism. Employing the official provincial discourse, the advertising rhetoric that aims to promote cooling teas, I hope to argue that these teas are part of a bionational project that emerges under the guise of cultural regionalism.

Keywords: Cultural Regionalism, Chinese Medicine, Herbal Cooling Tea, South China, Bio-Nationalism

H1

[40]

**ANIMAL AS A HUMAN: USING PRONOUN *DIA* ('HE/SHE') TO REFER TO
ANIMAL CHARACTER IN KINDERGARTEN CHILDREN'S NARRATIVE**

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This study deals with discourse cohesive devices used by Indonesian-speaking kindergarteners. Participants in this study are 45 children (ages 3;2-5;10) who live in the Greater Jakarta area and use Indonesian as the first language. Picture-elicited narratives are analysed, the focus is on referential cohesion: pronoun *dia* means 'he/she'. Data are analyzed statistically. The result showed the tendency of increasing use of the pronoun as with the older children. However, difference is not significant. Participants use pronoun *dia* to introduce, maintenance, and reintroduce characters in their picture-elicited narratives. The characters in the story are not human, but four birds and a buffalo. Some participants use the pronoun incorrectly. They use pronoun *dia* for plural characters. By exploring the use of referential function on referring expressions, this study contributes to the studies on child language. It also contributes future research on various features of characters as well as its methodology.

Keywords: Discourse, Cohesion, Pronoun, Children, Bahasa Indonesia

H2

[41]

THE TRANSLATABILITY OF *MAPPILA LAMAYANAM* TO A GLOBAL AUDIENCE

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ABSTRACT

Māppila Lāmāyanam (Moplah Ramayana) is a very popular form of ballad prevalent till date in North Kerala and stands as a unique symbol of cultural integrity of the Hindus and the Muslims of Malabar. *Māppila Lāmāyanam* is sung in the '*Māppilappāttu*' tradition and the diction is interspersed with Arabic words. Lots of connotations resorting to the traditions of the Sharia law are also obvious throughout. Also, some major linguistic changes in the sound patterns of certain words are prominent, for instance, the 'R' sound in the '*Rāmāyana*' getting converted to the 'L' sound in the '*Māppila Lāmāyanam*'. Overall, all these factors together contribute a humourous touch to the text. This paper identifies if *Māppila Lāmāyanam* is still popular among the youngsters of North Kerala (Malabar) and how they see it in today's socio-political dimension. The paper also examines the nuances of translating such a text into English and examines its level of translatability.

Keywords: *Māppila Lāmāyanam*, Translatability, Culture, Malayalam, Arabic, Linguistic

H3

[42]

EFFECTS OF L1 TRANSFER ON ENGLISH WRITING OF SINHALA SPEAKING UNDERGRADUATES: SUBJECT-VERB AGREEMENT

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ABSTRACT

It has been researched that a language that has yet to be learned shares both similarities and differences with a language that has already been acquired. Such differences are depicted explicitly in our struggle to learn a new language after one has acquired his or her native In fact, Second Language Acquisition (SLA) is not an easy task because it takes place after learning a first language (L1) has begun. This study seeks to identify the influence of L1 on the subject-verb agreement in writing in English and whether such influence (if any) is a negative transfer or a positive transfer. The data gathered from the three instruments: students' writing, questionnaire and interviews were analyzed using descriptive and contextual methods. Error Analysis Approach is used in this research to find learner errors, identify them, and explain their sources. The findings reveal that the students have problems in three types of subject-verb agreement: subject verb agreement for person, subject verb agreement for number and subject verb agreement of notional agreement and proximity. It is clearly evident that the terminology known as 'L1 interference' has taken place in these students' writing. The questionnaire to the sample and interviews with L2 teachers also reveal that they think in Sinhala and then transfer everything into English. Further, it is revealed that all errors cannot be attributed to L1 interference. It is hoped that this study will enable students to gain a deep understanding of possible negative L1 transfer and develop strategies eventually to overcome interference errors.

Keywords: Transfer, First Language, Second Language, Error Analysis, Interference

H4

[43]

**COSTLY REPRODUCTIONS BLOCK THE REWARD SYSTEM OF LANGUAGE: A
STUDY OF LOANWORD ADAPTATION IN INDIC LANGUAGES**

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ABSTRACT

Languages emerge with a conflicting interest to dominate other languages and accommodate many speakers in a contact situation. Accommodating many speakers is called as a reward system in language. This paper aims to discuss how this reward system is suppressed by bi-multilingual speakers, when the phenotypic variations of words demand maximum costs in terms of perception and production. For example, Sanskrit and English donate several words to other Indic languages by demonstrating their classical and colonial power respectively. However, most of the Indian languages reproduce the same Sanskrit and English words differently to reduce the cost of production. Here, the adaptation of Sanskrit and English loanwords favours output with low costs because the costly production will be passed onto the young generation with great difficulty. Analysing some Sanskrit and English loanwords in terms of psycho-perceptual and articulatory parameters, this study demonstrates that adult speakers adapt English loanwords in the place of Sanskrit loanwords owing to its costly reproduction system with great difficulty. Contrarily, English offers maximum phenotypic variations of loanwords' production and perception for easy adaptation by adult speakers. These findings help to propose a hypothesis- 'if loanwords do not have flexible options to follow the principle of economy and to carry the easy process of adaptation for communication according to the need and demand of speakers, there will be no options for speakers to preserve loanwords. Speakers often replace non-functional loanword with functional one.

Keywords: Loanword Adaptation, Psycholinguistics, Language Contact, Switching, Loanword Replacement

J1

[44]

GRAPHIC ARTS MASTERCLASS COMPETITION; THE CREATIVE PROCESS OF A WINNING TEAM

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ABSTRACT

On 13 May 2017 a team of 5 students from The Institute of Creative Arts and Design, UCSI University, came out as the winning team in a Masterclass Competition in Malaysia. Consequent with The World Design Day, the competition was organized by the Graphic Design Association of Malaysia (wREGA) with a participation of 4 local universities, namely; INTI University, Taylors University, Universiti Pendidikan Sultan Idris, and UCSI University. The competition was supported by The Malaysian Nature Society (MNS), Architect Association of Malaysia (PAM), and The Selangor State Government, culminating to become a part of the ITEX2017 Exhibition held at the Kuala Lumpur Convention Centre. Multiple choice tracks were given as options to work on for the participating teams under an umbrella theme of 'Saving Ourselves to Save The Planet'. The teams were briefed, given consultations, and worked together with their lecturers on a co-creation basis, to produce creative work within a month's time. This paper documents and illustrates the process, method, and creative direction in contemporary visual art-making and design thinking in the context of competition and co-creation, between not only the students and lecturers in charge, but between the team members themselves, and external consultants. More importantly it will deduce and attempt to draw certain conclusions on the award winning aspect, especially in the visual art and design education sense.

Keywords: Graphic Arts, Design Competition, Design Education

J2

[45]

THE REAL MADRAS HANDKERCHIEF

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The Real Madras Handkerchief is a five-century-old 36" by 36" handloom fabric from the towns of Andhra and Tamil Nadu in India. Called Madras, this fabric has been predominantly exported from this port town known today as Chennai. However much of its existence is under documented in its homeland, while it is celebrated in West African, Kalabari, French Creole of the Caribbean and Preppy American cultures. Its history cannot be traced through one parameter but has to be viewed from a lens, which is a combination of the past, present and future of this multi-faceted fabric. The mere fact that there is less academic work done on the fabric in the local context, whereas extensive literature is available about the fabric in regard to various other cultures, is an incentive to enquire into the textile and its nuances. The transformation of this multifaceted cloth lies in stories of its origin, trade and its inculcation into cultures across the globe. Handloom weaving, as a practice, was prevalent in Andhra Pradesh and Tamil Nadu. Most of the weavers have learnt the art of weaving the Real Madras Handkerchief from their ancestors, passed it on to their children and preserve the practice as part of their heritage. However, even though an important aspect in the authenticity of this fabric, it has now declined greatly. This paper aims to elaborate on the contemporary scenario of the fabric in Tamil Nadu and Andhra Pradesh: its declining exports and the impact on the weavers' lives.

Keywords: Handlooms, Heritage, Trade, History, Textiles

J3

[46]

AN INTRODUCTION OF INDIAN ART

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The civilization of India is one of the most important in the history of man. The Vedic literature includes many works which are fundamental to the development of Indian thoughts, an outline understanding of which is essential in appreciating all Indian art. The great importance of painting (mural and ‘ album’ or miniature painting) is mentioned in Ancient Indian literature. It was part of the education of the sons and the daughters of the noble class. Like sculpture, it had its place in the decoration of the sanctuaries but being of the nature less durable, few works of painting have remained. The art of painting has been a medium of both expression and communication from the earliest known period of history. Man, is nomad, wandering in search of food and security, gradually discovered a language of line and form for expressing his ideas; which account for pre- historic paintings appearing in rock shelters. In India, the patterns were either geometric or were styled after the flora and fauna and at times depicted human figures. The art of painting in India progressed gradually and it reached its zenith during the Satavahana period (2nd- 1st B.C.) and also the Gupta-Vakataka period (5th- 6th A.D.). Mainly of the Buddhist theme, the paintings were on the large canvas of granite walls of the Ajanta caves. The style was line- oriented and natural, besides being brilliant in colour. The painters drew inspiration from the legend related to the previous incarnations of Buddha.

Keyword: Indian Art, Decoration, Painting, Colour, Human Figures

J4

[47]

ARTISTIC INTERVENTIONS AND PERFORMANCES INSIDE DIGITAL ENVIRONMENTS

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ABSTRACT

Videogame's environments, provide a canvas for artistic experiences dealing with the human boundaries in the Age of Information we're living in, and its mathematical nature.

We are increasingly used to living in a digital context, but there is still an ongoing struggle in establishing the rules for that invisible terrain.

To explore and understand abstract or invisible concepts, ideas and states of mind, we need visualizations or "habitable" metaphors. Heaven and Hell, for example, are commonly represented in literature and art, as pleasant gardens or claustrophobic caverns of fire to effectively communicate their potential effects on the human spirit or soul.

Video games are spatial visualizations too: spaces with specific rules that result a cause-and-effect result from human activity therein. Therefore, they function as visual metaphors for operating in the mathematical nature of the digital. Their natural looking environments can be inhabited in poetic or subversive ways too; they can be altered or disrupted the same way land artists do to physical space.

Land Art, Povera and Performance Art overflowed the boundaries of the frames and pedestals, grabbing the world as a canvas for experimentation, gifting us with new visions of nature, and proposing other ways to connect with it. Artists such as Brody Condon, Manetas or Foke are importing those historical art streams into digital terrains, and vice versa: exporting data, behaviors, rules and aesthetics from the gaming world into our physical context.

We will talk about the interest of such aesthetics experiences, for today's world.

Keywords: Videogame, Digital, Art, Metaphor, Environment, Rules

J5

[48]

A RETROSPECTION OF ILOCANO CUISINE THRU NARRATIVE PHOTOGRAPHY

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ABSTRACT

This paper explored the dynamic relationship between photograph, text and memories through the reception theory presented through a conceptual art. In my search for new forms of expression, what is the role of memory in its interaction with my art practice?

The methodology used is visual ethnography. Using my smartphone, this paper attempts to “map” a field by documenting my meal, print it in vinyl tiles and ceramic plates and use these images in an attempt to resurrect and communicate those memories that hold dear to me.

While scholars suggest that photography interrupts memory and overwrites it with artificial narratives, this paper focuses on time, memory and experiences associated with food to support an argument that photography does not destroy memory but rather, it enables moments of self-encounter, thus linking the "visual" and "autobiographical."

I explore the role of memory as a narrative filter that can be reflected or re-lived in the production of my art practice. These memories of the past though unreal to some extent, yet full of meanings.

The importance of this research is to look for an art practice that poses challenges of preconceived ideas of how the past and our experiences of it can be expressed.

The theories and the art project reveal the evocative power that results when text and photographs are combined in reviving memories of the past.

Keywords: Photograph(y), Image, Text, Narratives, Memories

J6

[49]

WHAT, IF ANYTHING, IS ART IN TODAY'S WORLD? AN ANTHROPOLOGIST'S MUSINGS ABOUT THE DOCUMENTA 14

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The Documenta exhibitions in Kassel, Germany, taking place every five years, are among the most important events about contemporary art, trying also to address the question “what is art?”, as modern art has always tried to redefine and deconstruct itself. The composition of 2017's documenta 14 is thoroughly global and takes a decisive political position. Many of its exhibits are metonymies of conditions and events of the contemporary world: forbidden books, fugitives, arms, gender, economic and cultural inequalities, persecutions and genocides, translocality, creating presences of these issues in a temporary context which has all the characteristics of a ritual center of pilgrimage which celebrates and legitimizes the notion of art: what passes as contemporary art is able through the liminal position in which it evolves and presents itself to cast an oblique and distorted image of the Other of the dominant contexts of (post)modernity, albeit in a fractured and partial manner, linking itself back to (post)modernity by whose parameters it remains bound, as its political dimension demonstrates. Thus, contemporary art, which is essentially only one aspect of all what passes as art from a more encompassing, anthropological perspective, defines itself as separate from forms of artisanship through a ritual process which legitimizes and confines it. In this way it becomes a construct which serves to envisage and worship the fractured transcendental aspects and visions of a global (post)modernity, just as generally in human culture art tends to be the aesthetic dimension of ritual contexts, complementing and completing the ethical one.

Keywords: Art, Anthropology, Documenta, Postmodernity/(Post)Modernity, Presence, Ritual, Other, Aesthetics And Ethics

J7

[50]

PHULKARI- THE NEVER ENDING EMBROIDERY

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Art of decorating has been there since the beginning of civilization. It has been seen on the walls of houses, kitchen utensils, clothes, jewelry, etc. For clothes embroidery was the ancient technique used for ornamenting. Embroidery is a needle craft, which is mostly done by women. Phulkari has a prominent place in the tradition folk art of Punjab. Phulkari art was developed to make good use of the free time of women folks at home and later the main purpose of this art bloomed to give as a wedding gift to the bride. Phulkari designs not only represents the traditional and culture but also shows women hard work, her creative power. As phulkari is art of balancing stitch which has been passed on for generations from elders in the family to the youngsters. There was a sharp fall in people doing this folk art and it started fading into the history but phulkari regained its popularity due to its undying charm and artistry. It reappeared in new look with number of purpose. This study reveals the difference of traditional and modern phulkari.

Keywords: Phulkari, Folk art, Punjab, Culture, Design

J8

[51]

ISTANBUL IN TURKISH PAINTING

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Istanbul, as the capital of Roman, Byzantine and Ottoman Empires, leaves a rich cultural heritage to next centuries. Together with this fortune, Istanbul has always been the source of inspiration for many cityscape painters. The aim of this research is to present and analyze this mystical inspiration of the new fast-developing city of Istanbul, and also to observe Istanbul city, in a changing world, which has been represented in traditional art medium of canvas painting. In order to observe today's Istanbul cityscape paintings, it would be better first, remembering, the westernization movement in Turkish painting, which starts with Istanbul landscapes realized by the non-Muslim local & foreign artists of late Ottoman Empire Period. The 20th century Istanbul cityscape paintings represent a modern convention of the new republic life of Turkish people. On the other hand, it always conserves the mystical beauty of this old city. Thus the global tendency of abstraction in the painting of 1950s has been influenced Turkish cityscape painters in an authentic way. Until today, the artistic sensation of Turkish cityscape painter has been suggesting creative and alternative imageries of Istanbul. Today's digital era develops new sensitivities in our contemplations. So it seems inevitable to adopt this traditional sensation and spirituality into the actual Istanbul cityscape representations. As Descartes points out; 'there is something hidden behind the images', and as his follower Bachelard says; 'it is only an artist who can discover what is hidden behind them'.

Keywords: Cityscape, Istanbul, Painting, Sensation, Spirituality, Traditional

J9

[52]

THE BITS AND PIECES OF A MYTH**ANGALO AND ARAN**

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The research primary concern is to come up with an installation in interpreting the story of the Ilocano mythical creatures named Angalo and Aran. This mythology is about the ethnic myth of Ilocos Region believed to be the traditional oral literature of the Ilocano-Filipino people. The installation piece in a museology approach will show how the myth is socially constructed and passed on to the next generations Filipinos at present. The study further emphasized the versions of the story of the myth through the perception of the artist -researcher in the implementation of an art installation using various materials and art forms. After the accumulations of data from the process of interviewing the local folks who knew the story, observations and documentations of places where the footprints of the giants and sites where the elements of the stories according to the myth. can be found. The research sought to answer the following questions on why art installation appropriate and effective in delivering the message of the myth of Angalo and Aran to the viewers, the typology of installation which is appropriate in depicting the story of the said myth. In this manner, the myth will not only be promoted and preserved through the installation and its process but it will also be seen and experienced for the next generations to come, because this myth is a reflection that we Filipino has our own story to tell which is very distinct to the other part of the world.

Keywords: Myth, Social Construction, Oral Tradition, Installation Art, Culture

K1

[53]

**THE MEANING OF TRADITIONAL HOUSE'S ROOF: GERGA SIWALUH JABU,
NORTH SUMATERA, INDONESIA**

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ABSTRACT

The aesthetic elements of traditional house of Karo divided by three parts. They consist of upper part, middle part and lower part. This article explains about Gerga Siwaluh Jabu as Karo's Traditional House, in Desa Lingga. North Sumatera, Indonesia. This article focus on the roof as the upper part of the house. The roof has the historical, sosial and cultural background. There are the ornaments attached on the roof that has some important roles in Karo's community. The aims of this qualitative research is to encourage the awareness about the meaning behind the symbols used in Karo's house. Cultural studies approach used in this research as well as tradition aesthetic theory. The article provide different perspective towards the historical and traditional artifact as the cultural identity. Not only has aesthetic purpose, that aesthetic elements on the Karo's house roof seen as the guard of the inhabitants.

Keywords: Aesthetic Elements, Traditional House, Karo, Gerga Siwaluh Jabu, Culture

K2

[54]

GEOMETRICAL SYSTEM IN SUKHOTHAI ARCHITECTURE: A FOCUS ON WAT SI SAWAI IN THAILAND'S SUKHOTHAI HISTORICAL PARK

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ABSTRACT

This academic paper investigates the Sukhothai architectural works using the geometric grid system. The study focuses on the ruins of the Buddhist assembly hall (Vihara) of Wat Si Sawai in Thailand's Sukhothai Historical Park. The northern province of Sukhothai, literally "Dawn of Happiness", was the ancient capital of the Sukhothai Kingdom in the 13th and 14th centuries. The study revealed the ingenious utilization of geometry in the design and construction of Wat Si Sawai's wall-less assembly hall. The floor plan of the assembly hall was of rectangular shape with 12x18.88m (WxL) in dimension, with laterite as the principal construction material. The assembly hall was lined lengthwise with two rows of the inner columns (6 columns/row) and two rows of the shorter outer columns (6) of wide-base octagonal shape. The roofing of the assembly hall was thus of the two-level concave cascading roofs. Interestingly, the spans between pairs of the columns were varied, ranging from 3.39m to 3.93m. Further investigation was carried out through the application of the geometrical grid system to the assembly hall using a simplified unit of measurement or the basic module (BM), and the findings unveiled the spatial organization of the building plan. In this research, one BM was equivalent to 3.875x3.875m. The heights of the assembly hall were then approximated based on the BM measurement scheme. The findings unearthed the ingenious and skillful utilization of simple geometrical relations in the spatial organization of the architecture of Wat Si Sawai's assembly hall.

Keywords: Sukhothai Architecture, Vihara, Assembly Hall

K3

[55]

THE STUDY OF COLOR SCHEME OF MURAL PAINTING AND DECORATION IN INTERIOR ARCHITECTURE

(CASE STUDY : TEMPLES IN KHONKAEN)

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ABSTRACT

This research is a case study of color scheme of mural paintings and decorations in Interior Architecture of “Sim”(ordination hall) of 3 temples in Khonkaen Province of Thailand. Temples selected are Wat Sa Bua keo , Wat Sanuan Wari Phatthanaram,and Wat Matchim Wittayaram which have significant mural paintings.

The conclusions of the color scheme of mural paintings of 3 temples are:

Wat Sa Bua keo : Color and style of the mural painting inside and outside are the same. Presumably, the the same set painters worked on both the exterior and the interior at the same time.The background is light color (cream color) and the story is painted in bright color, thus making the painting look airy.

Wat Sanuan Wari Phatthanaram : Color and style of the Mural Painting inside and similar to that of Wat Sa Bua keo.Here, however, The interior is only painted the wall atop the windows,not between the windows.This is because of insufficient space as the temple is small and the windows are especially wide.

Wat Matchim Wittayaram , the mural was only painted on the wall behind the Buddha image.The color inside and outside are different, so the work was likely done by different set of painter at different time.Exterior mural has bluish tone whereas the inside is cream.

Pantone Color chart was used to match the colors at the site and YMCK mode was used to mix colors in computer. If the color is not exactly reproduced correctly because of the printing process, interested persons can reproduce the colors using the code given in this research to obtain the closest actual colors of this study.

Key word : Sim, Mural Painting, Color Scheme, Pantone, YMCK

L1

[56]

IMPACT OF FOLKTALES ON CHILDREN'S MENTAL GROWTH : ITS PSYCHOLOGICAL ASPECT

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ABSTRACT

“When I examine myself and my methods of thought, I come to the conclusion that the gift of fantasy has meant more to me than any talent for abstract, positive thinking.” ~ Albert Einstein

A folk tale has an important role in knowledge transfer and personality development. It also has power to influence person's perception, attitude, emotions behavior and many other factors important to human's life as well as the society. It help people to better understand general conditions of human since folk tales are sources of constructed perceptions, beliefs, paradigm, fear, fun, formality, and others. They are implicitly regarded as a boundary of people in the society to perceive whether things are right or wrong. Even the state's law could not equally force the minds of human. The reason is that people have been raised with such discipline since their childhood. The better source of fairy tales used to be grandparents. But due to change in the structure of society and jet advancement of technology the folktales and folklores have been replaced by the internet and other electrical gadgets. As a result children have started developing frustration, anxiety, agitation and aggression towards their elders. Mental growth is equally important to Physical growth .The present study will try to explore the psychological impact of folktales on children's mental health.

Keywords: Folktales, Mental Health, Emotional Intelligence

L2

[57]

THE CONFLICT BETWEEN THE AGING POPULATION AND THE CAREGIVING EXPECTATIONS IN SRI LANKA

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ABSTRACT

Aging of the population represents several excessive impacts on every aspect of life. Sri Lankans' elderly population is increasing rapidly. There were social-economic implications and real challenges for caregivers and older people themselves in positive or negative directions due to rapidly aging population. Hence, it is important to study the aging process and caregiving expectations and challenges among elders. The study primarily based on Simple Random Sampling method to choose the surveys of 100 elderly households in Galle District, Sri Lanka and a wide range of quantitative and qualitative information. Caregiving arrangements and roles/responsibilities of elders and caregivers were the main discussion topics that used for the study. Both elders and caregivers felt that elders should be taken care of in the home by their children. When the time passed down through generations, respondents reported that a sense of duty and role modeling of parental caregiving had changed. Elders normally feared to lose their independence, and saw financial autonomy as important for maintaining relationship balance, so they tried to depend on their children. Caregivers had to face major challenges like household activities and both the adult, child and his/her spouse worked that have to do at the home; financially stressed household and lack of direct communication between elders and caregivers. It has been attempted to mechanisms the better way of caring for elderly in the home, but not to make any conflict with expectations of caregivers in the future.

Keywords: Sri Lanka, Elderly, Caregiving, Aging, Qualitative Methods

L3

[58]

INDIGENOUS HEALING PRACTICES AMONG ADIYA COMMUNITY OF WAYANAD, KERALA

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ABSTRACT

Adiya is one of the prominent tribes in Wayanad. Similar to any other indigenous population Adiyans have their socio-economic and physical own features and that they have their own way of life, language, traditional customs and rites, distinct cultural identity and their own health culture. Historical accounts on Adiyans reveal that traditionally they were slaves to local landlords and later bonded laborers attached to these families. Many changes happened to the Adiya communities as a response to socio-economic transitions took place in this region. In the case of health care system still they are having their own understanding of health and disease; i.e., etiology and health care practices. They have been utilizing various flora and fauna and natural mineral substances for the therapeutic use. The paper mainly focuses on the Indigenous healing practices of Adiyans of Wayanad and use of herbs and natural products for the ailments of wide range of illness, injuries and wounds. The paper also touches upon herbal healing, which includes the use of various plants, animals and mineral resources and healing activities related to various body manipulation and massage practices. Additionally the paper looks upon how the development and migration affect the indigenous healing practices among Adiya community. The paper is based on ethnographic study among the Adiyans of Wayanad district.

Key words: Adiya Community, Indigenous Healing Practices, Migration, Development, Herbs and Plants

L4

[59]

**“EDUCATIVE BASED PAINTING WITH THE APPLICATION OF WATER
RESOURCE CONSERVATION PRESSING FOR SEVERE PHYSICAL AND
QUALITY OF WATERSHED”**

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ABSTRACT

Watershed management is an attempt to manage the interrelationships between natural resources, especially vegetation, soil and water with human resources in the watershed, and all its activities to get an economic benefits and environmental services for the sake of development and preservation of the watershed ecosystem. Its principally land use regulation or optimization of land use for various purposes rationally and other practices that are environmentally friendly so it can be assessed by key indicators (ultimate indicator) the quantity, quality and continuity of the flow of the river at the point of spending (outlet) basin. So one of the characteristics of a watershed is the biophysical linkages between upstream and downstream areas through the hydrological cycle.

Due to the the increasing problems of the watershed to be solved in an integrated manner with the involvement of various sectors and areas of government administration as well as requests from various stakeholders, the strategies to achieve the goal of watershed management in general is to improve the organization of watershed management by all interested parties both at the government, local government, private and community sectors. The strategy is made in a form of innovation of educational-based paint where innovation is made with attention to aspects of management that are raw are the main aspects (planning, establishment or organization, implementation, control, monitoring and evaluation), which will be the development by the method of painting in order to avoid, watershed damage and can be used for watershed maintenance strategy as Natural Resources sustainable.

Keywords: Watershed Management, Educative, River, Painting

L5

[60]

**ECO HYDROLOGY AS A NEW PARADIGM MANAGEMENT SUSTAINABLE
MANAGEMENT OF WATER RESOURCES FOR PRESERVATION RIVER
CITARUM**

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ABSTRACT

As an important component in life, the presence of water has been properly maintained and preserved. Water conservation rules must be followed in daily life so that it can take up water conservation until the future. Citarum River as one of the greatest potential for water saving in West Java is a great potential for the community, both the potential benefits and potential harms. Unfortunately, the people and governments tend to be lulled by the potential benefit of Citarum river, and unwittingly increase the potential harm from the river. The reduced area of land conservation, the density of residential areas, river pollution by domestic and industrial wastes, and others cause disasters such as floods, droughts, and landslides. This is a problem that must be resolved jointly between the government and society. Coordination, division of responsibilities, communication and harmony between the two is believed to solve complicated problems that occur in the Watershed Citarum. Ecohydrology is the study on the interaction hydrological process or aquatic with biological dynamic spatially and temporarily. Ecohydrology promises to be a tool of the sustainable use of aquatic resources by ecological analysis integrated with freshwater aquatic conservation. Methodologically, ecohydrology is a management tool using organism to control hydrological process and using hydrology to control biota. Basically, ecohydrology is water resource development that oriented on the capacity and ability to maintain it. Spatially, it requires an understanding about the role of organism. Temporarily, it requires reconstruction on the paleohydrology as a base of the water resource development that put global changes into account. Based on the successful implementation of ecohydrological concept on Saguling Reservoir, it able to be implemented for another aquatic ecosystem.

Keywords : Ecohydrology, Sustainable Management, Watershed, River

POSTER PRESENTATIONS



P1

[61]

**DOMESTICATION AND FOREIGNIZATION STRATEGIES IN TWO ARABIC
TRANSLATIONS OF *DR FAUSTUS*: A CASE OF CULTURE-BOUND TERMS
(CBTs) AND PROPER NAMES (PNs)**

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ABSTRACT

One of the most stimulating problems of a literary text, presented to an English-Arabic translator, is caused by culture-bound terms (CBTs) and proper names (PNs). CBTs and PNs are problematic because some linguists believe them to be related to extralinguistic reality (e.g. social institutions), while others consider them as intralinguistic and pragmatic aspects (e.g. proverbs.). Therefore, this study aims to examine domestication and foreignization strategies applied to (CBTs) and (PNs) in two English-Arabic translations of C. Marlowe's play, *Dr Faustus*. H. Murad's (1992) and A. Luluah's (2013) translations of *Dr Faustus* represent two important trends in thought towards domestication and foreignization and examining their translation points may expose the possible shifts in English-Arabic translation in the Arab world. *Dr Faustus*, along with its two translations, is nominated as the corpus. Though Venuti's (1995) theory of domestication and foreignization will shape the key theoretical framework, Newmark's (1988b) translation strategies will be tackled to operationalize the former's theory. By contrasting each sentence in the source text (ST) with its counterpart in the target text (TT), the occurrences of CBTs and PNs, as the units of translation, are analyzed and classified. Afterwards, the applied translation strategy to each occurrence is categorized into domestication or foreignization. Results reveal that though the two translators have operated different strategies, both put more emphasis on the source text (foreignization) and Luluah's translation was much more foreignized than Murad's. Foreignization is, therefore, the most pervasive translation method in the Arab world, but not without a growing inclination towards domestication.

Keywords: Domestication, Foreignization, Culture-Bound Terms, *Dr Faustus*, Translation Strategies

P2

[62]

**A STUDY OF IDENTIFYING THE IMPORTANCE OF AN ANTI-AGEING BRA
DEVELOPED FROM COSMETIC TEXTILE FOR SRI LANKAN MARKET**

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ABSTRACT

The ideal body shape is an important phenomena going along with the fashion from time immemorial. Breasts are important organs in female body in functional wise and also proper shapes of breasts are enhancing the femininity of the women. The breast ageing is one of the major issues of women and many cosmetic products as solutions are available in the market. However, those products are not exactly answer the question directly. The changes happen to the breasts with ageing are challenge to the femininity as well as the conscious of fashion. Cosmetic textiles are paving the way for addressing the problem by increasing skin rejuvenation, improving elasticity of skin and smoothness to recover anti-ageing. Cosmetic textiles have been developed with new technologies to increase performance to enhance above qualities of the skin. This research paper is focused to identify the importance of an anti-ageing bra developed from cosmetic textile for Sri Lankan market as a solution for women's breasts ageing. Further, identified the market potential for that product among urban Sri Lankan women by doing a consumer research. In order to gain the properties of anti-ageing, the textile has been used Far Infrared Rays emitting yarn (FIR) and that has identified as a yarn with the potential of rejuvenating skin cells and it leads to anti-ageing.

Keywords: Women, Breast Ageing, Anti-Ageing Bra, FIR Yarns, Cosmetic Textiles

P3

[63]

**INCORPORATING CONSTRUCTIVIST LEARNING ENVIRONMENT WITH
ROLE PLAYING ELEMENTS INTO 3D ANIMATION CLASSROOMS (MAY 2016)**

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ABSTRACT

The teacher-centred learning is one of the most common traditional teaching method, which has existed throughout every level in education system world-wide. This teaching practise had been keeping in line until now, and have been progressively enhanced by various teaching and learning technologies like the internet and learning management systems. However, how well or keen can the students learn from these teacher centred learning, despite with the aid of learning and teaching technologies that are being granted to them? Regular university practical-based classes, like 3D Animation classes, are mostly handled with the teacher centred learning approach, especially during tutorial sessions with the students. Not more than half of the students might be able to retain what they absorb, while the remaining students suffer short-term memory retention. Constructivist teaching and learning approach is one of the learning theories that engages student to actively construct their knowledge, rather than receiving knowledge in a passive state. This study will focus on the implementation of a Constructivist Learning Environment (CLE) for 3D Animation classroom in UCSI University, with a suggested guide and framework. Rather than having a common Constructivist Learning Environment for the students to engage in, the learning environment itself is enhanced with Role-Playing elements, to make it more interactively engaging, fun and interesting for the students to participate.



VIRTUAL PRESENTATIONS

V1

[64]

**PAINTING PROFESSORSHIP AT FINE ARTS OF LISBON, 1934: CASE STUDY ON
MODEL PROPORTIONS OF FIVE PAINTINGS AND THE ENTRANCE OF
MODERNISM IN THE ACADEMY**

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ABSTRACT

The present case study intends to compare proportion on five paintings made, in 1934, for a competition for Painting Professor in the Faculty of Fine Arts of Lisbon. Model proportions indicated that the male portrayed would had a height between 170 and 180 cm. Henrique Franco winning represented the breakthrough from naturalism in the Academy of Fine Arts of Lisbon with the embrace of new plastic forms of representation, such as Modernism has it can be confirmed by these painting competition testimonies. The year of 1934 marked a change in the Academy of Fine Arts of Lisbon, representing a global change on painting educational methods and techniques.

Keywords: Painting, Human Proportion, Nude Model, Academic, Fine Arts, Portugal

V2

[65]

CONTRIBUTION OF *QUEST* IN THE CANON FORMATION OF INDIAN WRITING IN ENGLISH

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ABSTRACT

It is a widely acknowledged conception that journals encompass prolific capacity in shaping public opinions as they possess the ability to largely influence their readers' mind by stimulating them to deliberate upon plethora of issues. *The Tatler* (1709-1711) and *The Spectator* (1711-1712), established by Joseph Addison and Richard Steele, propagated such ideas in their journals which determined the creation of English literary criticism. Similarly, in post-independence India, journals, written in English language, conspicuously played a distinctive role in the canon formation of Indian Writing in English. Post the departure of the British, the condition in India was directly informed by a spirit of resistance toward the colonial rule, which in turn resulted in the desire for subverting the British cultural and ideological control over Indians. Language, which was one of the ways through which post-colonial writers could launch a counter-hegemonic movement in order to generate discourse on reclaiming/claiming authority, and establishing an Indian identity divorced from the British, then became one of the major preoccupations. Consequently, Indian Writers who used English as the medium of creative expression faced unmitigated criticism for their choice of language. In such a situation, literary journals that could contribute towards Indian Writing in English, in order to demonstrate its legitimacy and authenticity, increasingly became relevant. *Quest*, established in 1955 by Congress for Cultural Freedom, played a remarkable role in the shaping the contours of IWE. The paper will, therefore, engage in the study of *Quest* and will deliberate upon its contribution in the canon formation of IWE.

Keywords: Indian Writing In English, Canon, *Quest*, Journals, Post-Independence

V3

[66]

BOUNDARIES BETWEEN DESIGN, DECORATIVE ARTS AND HANDICRAFT

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ABSTRACT

By establishing the boundaries between design, decorative arts and handicraft, we can easily identify what is specific to design. The list of elements which have to be included in a definition of design becomes the list of criteria for a comparative assessment of design, decorative arts and handicraft. “The aesthetics of products is part of aesthetics and refers to shape, colour, texture, perceived temperature, sound, smell and significance of the product, projected unitarily.” We talk more and more often about the current exigencies in relation to design, to competence profile. Specialists say that a good manager will be a good solution. In order to become a real change agent, those who know the ropes have to be able to adequately carry out design activities.

Keywords: Writing, Template, Sixth, Edition, Self-Discipline, Good

V4

[67]

**WOOD CARVINGS OF THE SATRAS - A CULTURAL HERITAGE IN ASSAM,
INDIA: WITH SPECIAL REFERENCE TO CREATIVE IMAGERIES OF
DASHAVATARA (TEN INCARNATIONS) RELIEF CARVINGS OF VISHNU**

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ABSTRACT

Cultural heritage is a bouquet of creative expressions, customs, tradition, folklore, objects and architectural remains, art & craft, performing arts, dance, music, religious and spiritual practice which are pursued by a community or society and thus practiced through generation to generation. The Satra- a socio-religious centre in Assam was set up and developed with these ways of living through devotional motifs by Sri Sankaradeva and his followers. The wood carvings of the Satras based on religious themes have been practiced traditionally for more than five hundred years. Most of the surviving relief sculptures in the Satras are belonging to 18th, 19th and 20th centuries. Now-a-days, the practice of wood carving is almost absent in the Satras. The creative imageries of 'Dashavatara' of Vishnu are most attractive relief sculptures on wood among the themes. The visual narratives of Dashavatara images on outer walls of the houses in the Satras are representing the propagation of Neo-Vaishnavite culture through art tradition in Assam. This art tradition also used as a communicative tool in the medieval period of Assam and whole North-Eastern part of India. The paper is an attempt to promote such kind of valuable art forms among the society and art lovers. In this paper, the wood carvings of Satras are mainly focused with the support of religious scenes and Indian mythology on Vaishnavite culture. The discussions have been described mostly based on visual observations and few references of Hindu iconography.

Keywords: Cultural Heritage, Dashavatara (Ten Incarnations) of Vishnu; Hindu Iconography, Relief Sculpture, Satriya Art & Culture, Wood Carving

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EUTHANASIA: AN OVERVIEW AND THE INDIAN PERSPECTIVE

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Mercy killing or Euthanasia has involved the attention of philosophers and lawyers, since the time of Greek thinkers in the west and the Mahabharata in the east. If we take a look at what different religions in India think about Euthanasia then we will find out that many religion favours Euthanasia like the Hindus, Jains, etc. In India abetment of suicide and attempt to suicide are both criminal offences under Indian Penal Code 1860. Because suicide has been interpreted as inclusive of all forms of self-willed death, Euthanasia became illegal. But there is some sympathy for Euthanasia. Recently the efforts has been made in India to repeal Section 309 of Indian Penal Code 1860 which has revived the debate of Euthanasia in the Indian perspective. The Aruna Shanbaug case initially brought the debate of Euthanasia into limelight after which the offering of mercy death to a suffering person has been greatly discussed. It has once again come to the forefront with the Government signaled its intention to do away with the section 309 IPC 1860. The present paper is an attempt to analyze Euthanasia and its overview in the Indian Perspective. In the rare circumstances death is a relief from a life of unbearable suffering, it should be encouraged.

Keywords: Mercy Killing or Euthanasia, Active Euthanasi, Passive Euthanasia, Homicide

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ANALYTIC STUDY OF PHYSICAL FACTORS AFFECTING CLASSROOM DESIRABILITY: STUDENTS' PERSPECTIVE IN THE ELEMENTARY LEVEL

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ABSTRACT

This paper focuses on identifying effective factors on the desirability of classrooms. Current study also investigates the prioritization of physical factors in designing desirable classrooms from the elementary students' perspective. Present study analyses characteristics of desired classroom and preferred space from elementary students' perspective as the main users. Assumptions of a desirable classroom in this study including preferred classroom with group activities layout, association with the natural environment and flexible spaces are evaluated. The research method of this study was the qualitative method to assess the physical design elements of a class through using a graphical questionnaire (drawings) by children at age of 7-12. Findings of the current study report the classification of desirability factors of classrooms in three main sections of human factors, non-human factors, and activities. Practical solutions to create and promote the desirability of classrooms and as a result, its effect on increasing motivation and academic growth of students are suggested. The results show that the students prefer environments for their classrooms where possess indirect relationships with natural factors, include some evidence of living creatures, and function of each class is defined based on students' interests and preferences at that space distinctively.

Keywords: Desirability, Classroom, Graphical Questionnaire, Physical Factors, Natural Factors

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**RABINDRA NRITYA: THE CULTURAL AND ARTISTIC ESSENCE OF TAGORE'S
INIMITABLE EFFORTS IN DANCE CHOREOGRAPHY.**

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ABSTRACT

Art lover Tagore was appreciative of cultural expression in dancing. For him, dance was the way of communication of souls. He put his soul efforts to make his students learn the aspects of all the Indian classical and folk dances and he appointed trend gurus in Shantiniketan. His hunger for cultural diversity in *ashrama* took him to the countries of global ends and he crossed over the boundaries of a 'nation' or a 'religion'. He was open to every idea that was capable to express the soul emotion of his dance dramas. With every staging there were some changes in techniques and presentations that were the harvest of his dazzling creativity. He founded the base of a dance art that is flexible in structure and opens to adaptation and was used to present his dance dramas in and out of Shantiniketan. In sunset years of his life he finalized the staging and presentation of three *natya*-s; *Chitrangda*, *Chandalika* and *Shyama*. They were accepted as *Rabindra Nritya Natya*-s and the dance form is called *Rabindra Nritya*. The present paper is a study of *Rabindra Nritya* in his *Nritya Natya*-s, the viewpoint of Tagore behind it; its after developments and its cultural and philosophical value in present time.

Keywords: Tagore, Dance Drama, *Rabindra Nritya*, After Developments, Cultural And Philosophical Value

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EYE AND GAZE: SELF-AWARENESS IN INTERACTIVE INSTALLATION ART

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The eye, which is thought of as the window to the soul, is a vital organ that provides humans with one of the most important sensations — sight. Drawings of the eye in rock art had already emerged in ancient times before language systems have developed. Likewise, according to modern psychological studies, eye contact is a powerful nonverbal communication path for intimacy from moments after birth. Even without using languages, babies can innately communicate with adults by eye contact. The author believes that one of the most basic human interactions is operating innately and pre-verbally. This paper argues that the fundamental and innate primary urge to see and be seen (which is active at birth) can be employed to create simple powerful interaction experiences in contemporary art. In interactive installations, the eye and the gaze reactivity stimulates aspects of the spectator that connect to primal innate levels independently from analytic consciousness. This paper construct a non-traditional functional taxonomy of the eye and how it has been operating in art from classical works to contemporary interactive examples. The discussion begins by exploring how the eye functions in all humans according to psychological and cultural studies; thereafter it is extended to notions of eye situated in art and illustrates the implications of interactive installations that utilize gaze on notions of agency and connect humans to both a sense of self and the world around them.

Keywords: Eye Contact, Gaze, Self-Awareness, Interactivity, Installation Art

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**METHODS OF ADAPTATION FROM HAMLET BY WILLIAM SHAKESPEAR IN
VAROUZ KARIMMASSIHI' FILM(DOUBT)**

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ABSTRACT

One of the most common methods in filmmaking is adaptation and literary works are appropriate sources for adaptation. Plays are one of these sources. William Shakespeare's literary works are one of the most popular and most important plays for adaptation and many films of the major directors, such as Kurosawa, Sir Lawrence Olivia and Kozintsev, have been adapted from his works. In Iran, Varouz KarimMassihi makes an adaptation of Hamlet's play, named Tardid (Doubt). The type of this adaptation is commentary or between literal and free adaptation. In this research, we study the differences and similarities between the play and the film and define the type of adaptation with a completely analytical view.

Keywords: Adaptation, Hamlet, Karim Massihi, Shakespeare

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**PRESENT TENSE IN SPOKEN TAMIL: PROBLEMS IN THE LEARNING
PROCESS OF SINHALA NATIVE SPEAKERS**

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ABSTRACT

Language is one of the most important elements representing the national identity. In Sri Lanka, Tamil and Sinhala are the major socio – Linguistic groups. Sinhala belongs to the Indo-Aryan language family and Tamil belongs to the Dravidian language family. Both are official languages. Today Sinhala and Tamil are introduced as second languages for all learning and teaching under the educational reforms in 2000. Provision is made for the teaching of Sinhala as a second language for Tamil students and Tamil as a second language for Sinhala students in all the Sri Lanka schools. Morphology and Syntax are the main areas of the grammatical study in linguistics. Tenses play main role in Verb morphology. Morphologically there are three different tenses in Jaffna Tamil. These are present, past and Future. In spoken Sinhala there are two main tenses. They are Past and Non-past. Non-past tense includes present and future tenses. Jaffna spoken Tamil does not have one to one correlation with different tenses. Sometimes we use present tense form instead of future time in spoken Tamil. My research problem is though Tamil and Sinhala belong to different families. There are similarities and dissimilarities regarding tenses. These dissimilarities create difficulties in learning for second language learners. The Tamil data represent the Author's own dialect the Jaffna spoken Tamil and the Sinhala data represent the standard spoken Sinhala dialect. This study involves Ethnographic methodology. The main Objective of this paper is to bring out the similarities and dissimilarities between them. It is hoped that a study of this nature will help second language learning and teaching in both languages. Primary data was collect through self –Observation and Personal Interview method. The important source of this research is secondary resources such as Internet and Library research. That includes related Books, Articles of the Journals and Conference proceedings.

Keywords: Verb morphology, Present tense, Second language, Standard Sinhala, Jaffna spoken Tamil

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EFFECT OF MEDICAL EDUCATION ON THE MORAL COMPETENCE OF MEDICAL STUDENTS

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ABSTRACT

The aim of the present study was to investigate the effect of medical education on moral competence of medical students. It is hypothesized that there would be a significant effect of medical education on moral competence of medical students. Moral Competence Test by Lind (2015) was used to measure the C Score of 200 (N); first and final year Bachelors of Medicine, Bachelors of Surgery (MBBS) students among public and private medical universities of Karachi, Pakistan. Through statistical analysis of the data, it was found statistically significant ($p < 0.05$) that final year medical students have low moral competence as compared to first year medical students. There was no significant effect of gender and university sector on moral competence of medical students.

Keywords: Moral Competence, Medical Education

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[75]

AN INVESTIGATION OF FACTORS INFLUENCING PARENTS' DECISION TO SELECT A PRESCHOOL IN KANDY CITY LIMITS

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ABSTRACT

Education plays a major role in the human life cycle. It's becoming a significant role starting from the early stage of the primary education in Sri Lanka. The Role of Sri Lankan Education is evident by the literacy rate of 92% which is higher than that expected for a third world country, highest literacy rate in South Asia and overall one of the highest literacy rates in Asia. (Ministry of higher education & Highways, 2017). This empirical research is focused to cover the "Kandy" City limits which is a main city in Sri Lanka, to investigate the factors influencing parent's decision to Select a Preschool. Previous research done under various environments has recommended a variety of factors influencing Parents' decision. This study developed a model which adopted Financial affordability, convenience, align with parents' work schedule and quality of classroom environment. A survey was conducted by using 100 parents to investigate the critical factors influencing Parents' decision to select a Preschool in Kandy City Limits. The collected data was analyzed using SPSS. The data analysis categorized under two main statistical techniques such as, "Descriptive Statistics" & "Inferential Statistics". The relationship between all the four independent variables and Parents' decision to select a Preschool were tested using bivariate analysis. The results highlighted that financial affordability, alignment with work schedules of the parents and quality of classroom environment are the critical factors influencing parents' decision and there is no relationship in between convenience and the parents' decision to select a preschool in Kandy city limits.

Keywords: Parents' Decision, Pre School, Satisfaction, Quality

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**IMPACT OF SOCIAL MEDIA MARKETING STRATEGIES ON ENGAGEMENT
OF DOMESTIC TRAVELLERS WITH SPECIAL REFERENCE TO THE
FACEBOOK BRAND PAGES OF RESORT HOTELS IN SRI LANKA**

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ABSTRACT

Travel industry in terms of domestic and foreign is considered as one of the highest demanding industry in Sri Lanka. As far as domestic tourism concerned, considerable domestic travelers used to generate increasing guest nights on resort hotels in Sri Lanka over the years with the end of war. Social media has become an increasingly popular platform within resort hotel marketers due to its highly beneficial approach. However, some of the brand pages operated by resort hotels on Facebook social media platform found to lack with sufficient fan's engagement due to an inappropriate content. The main objective of this research is to find the impact of benefit factors on fan's engagement to resort hotels' Facebook brand pages in Sri Lanka. Online survey was designed to distribute the questionnaires to 150 fans of identified resort hotel Facebook fan pages. 119 out of them have responded to the online questionnaire. The collected data was analyzed by using SPSS. Average Mean Analysis, Correlation Analysis and ANOVA has been performed to find the impact of benefit factors towards fan's engagement to Facebook brand pages of resort hotels in Sri Lanka. The analysis revealed that fan's engagement parameters in benefits requirement, Functional, Social, Psychological and Hedonic benefits have a strong positive correlation while Monetary benefits recorded a moderate positive correlation with the independent variable of fan's engagement to content. The research suggested to content creators of resort hotel establishments to understand the demographical characteristics of its fans and by satisfying benefit requirements of fans can highly encourage engagement to the content.

Keywords: Travel Industry, Resort Hotels, Social Media, Facebook, Content Marketing

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THE PACT BETWEEN WORDS AND IMAGES: ILLUSTRATION AS A MEDIUM OF ARTISTIC, SOCIO-POLITICAL, AND COMMUNICATIONAL THINKING

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ABSTRACT

A pact is an agreement between two or more parts. In a brief analysis of the osmosis' exercise between text and image, this article analyses the chemistry between text and image proposes a reflexion of the advantageous relationship of these two equivalent elements, forming a pact of (mis)understanding and (dis)agreement.

This document crosses the imagery and conceptual production in illustrations and the notions: Order-word (Gilles Deleuze and Félix Guattari), Power, Discourse, Will to Truth (Michel Foucault), Perspectivism and Will to Power (Friedrich Nietzsche).

These pacts are not immediate, nor merely descriptions and illustrations. They transport the reader/observer to a deeper, essential, socio-political positioning, and critique. The diversity of meanings and interpretations, as well as the potentialities of ambiguity in the production of content and signification, turn the pact between words and images a creative, expressive, and individuated instrument in the Illustration, without wilting the strength of their literality.

This interdisciplinary project is symptom of how an object working with nonimmediate images and order-word (Deleuze) promote multiple experiences and considerations concerning the existence and the world. This article through this study case seeks to explore Pacts as creators of meaning on reality.

Keywords: Pact, Order-word, Word-Image, Illustration, Meaning, Illustrated book, Ambiguity

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**BETWEEN DIALOGUES: THE CROSS BETWEEN THE ARTISTIC PRACTICE
OF DIOGO PIMENTÃO AND FILIPA CRUZ**

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ABSTRACT

This article analyses the artistic production of two Portuguese artists through concepts, forms, and chromatic range. It is in dialogue that the works intersect and communicate by reiterating, contrasting, arguing, or changing the perception of each piece and the way they shape and absorb the exhibition space. The observer encounters pieces questioning persistence / ephemerality, weight, and lightness. The works share elements in common, such as monochrome, simplicity, minimalism, materiality, the presence of paper. In a general approach, most artistic pieces leave traces through graphite or charcoal. The pieces, with strong chromatic contrasts from ash, black clay, graphite, plaster, and granite contrasting with white marble, stand out and absorb the gaze in a space without visual noise. The whiteness and width of the walls is reserved for notes and dark-coloured frames. In a game between order, symmetry, perfection, grid and movement, fluidity, folding, space seeks to welcome works in a coherent discourse. Through the marking on paper, the surface is sober, fragile, delicate, polished, and monochromatic. Although it contains, in a certain invisibility, the sum of an indeterminate number of gestures, it acquires metallic reflections of the graphite. Assuming themselves as sculptural, ephemeral objects, they exploit logical-verbal language in the cleanest sense, or language in the noise of their overlaps or illegibilities.

Keywords: Sculpture, Drawing, Filipa Cruz, Diogo Pimentão, Illegibility, Invisibility

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**A PSYCHOLINGUISTIC PERSPECTIVE ON CODE-SWITCHING IN
BANGLADESHI INDIGENOUS COMMUNITY: A SPECIAL FOCUS ON CHAKA
COMMUNITY**

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ABSTRACT

The purpose of this study is to identify and analyze the psycholinguistic features of the code-switching of indigenous speech communities in Bangladesh. Code-switching and multilingualism are related to each other. Bangladesh is constitutionally a monolingual country; however, a large level of multilingual diversity is present in Bangladesh. There is almost 45 indigenous community and many of them have own language. Among these indigenous communities, the Chakma is one of them, who has own language, culture even rich literature also. However, Bangladesh bears its long tradition of British colonial and post-colonial legacies. As a result, Bangladeshi indigenous people experience a huge level of multilingual diversity, since they live in a multi-cultural society. In Bangladesh, indigenous people do not get the opportunity to receive a complete mother language based education at any level of their student life. Moreover, they have to start learning Bengali and English at the very beginning of their education life. That is why in their speech a high level of code-mixing is noticeable. Code-mixing defined by Nunan and Carter (2001) as “a phenomenon of switching from one language to another in the same discourse” (p.275). Through this research, we want to know ‘what are the fundamental triggers for the indigenous communities of Bangladesh to enable code-switching situations?’ The formulation of the research questions will provide support to accomplish the present study in qualitative method.

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**FACTORS INFLUENCING INTERNATIONAL STUDENT DESTINATION
DECISION: A CASE STUDY OF MALDIVIAN STUDENTS TO CHOOSE A SRI
LANKAN COLLEGE FOR HIGHER STUDIES**

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ABSTRACT

The history of education system in Maldives started with traditional home-based teaching of Dhivehi (mother tongue), the Arabic Script and Holy Quran. However, introduction of new modern curriculums and highly qualified teachers in the field, the education system in Maldives moved to a higher level by students facing Cambridge and Edexcel exam. Due to certain reasons Maldivians intend to shift to south Asian countries for their higher studies. Sri-Lanka has become second home for most of the Maldivian students. These Maldivian students in Sri-Lanka choose to go in business field by selecting a Sri-Lankan college and this trend has been increasing over the period of time. It was identified that no other studies have been done for Sri-Lankan Content in this area. Therefore, this study aimed to investigate factors effecting for Maldivian business management students to prefer Sri Lankan College for their higher studies. This study developed a model which adopted 5 pull factors taken from the previously tested and proved from different context. A survey questionnaire was conducted by taking Maldivian Students. The collected data was analyzed using SPSS. The data analysis categorized under two main statistical techniques such as, “Descriptive Statistics” & “Inferential Statistics”.

Keywords: Education System In Maldives, Higher Studies, Maldivian Business Management Students



