CONFERENCE PROCEEDINGS

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CONFERENCE VENUE

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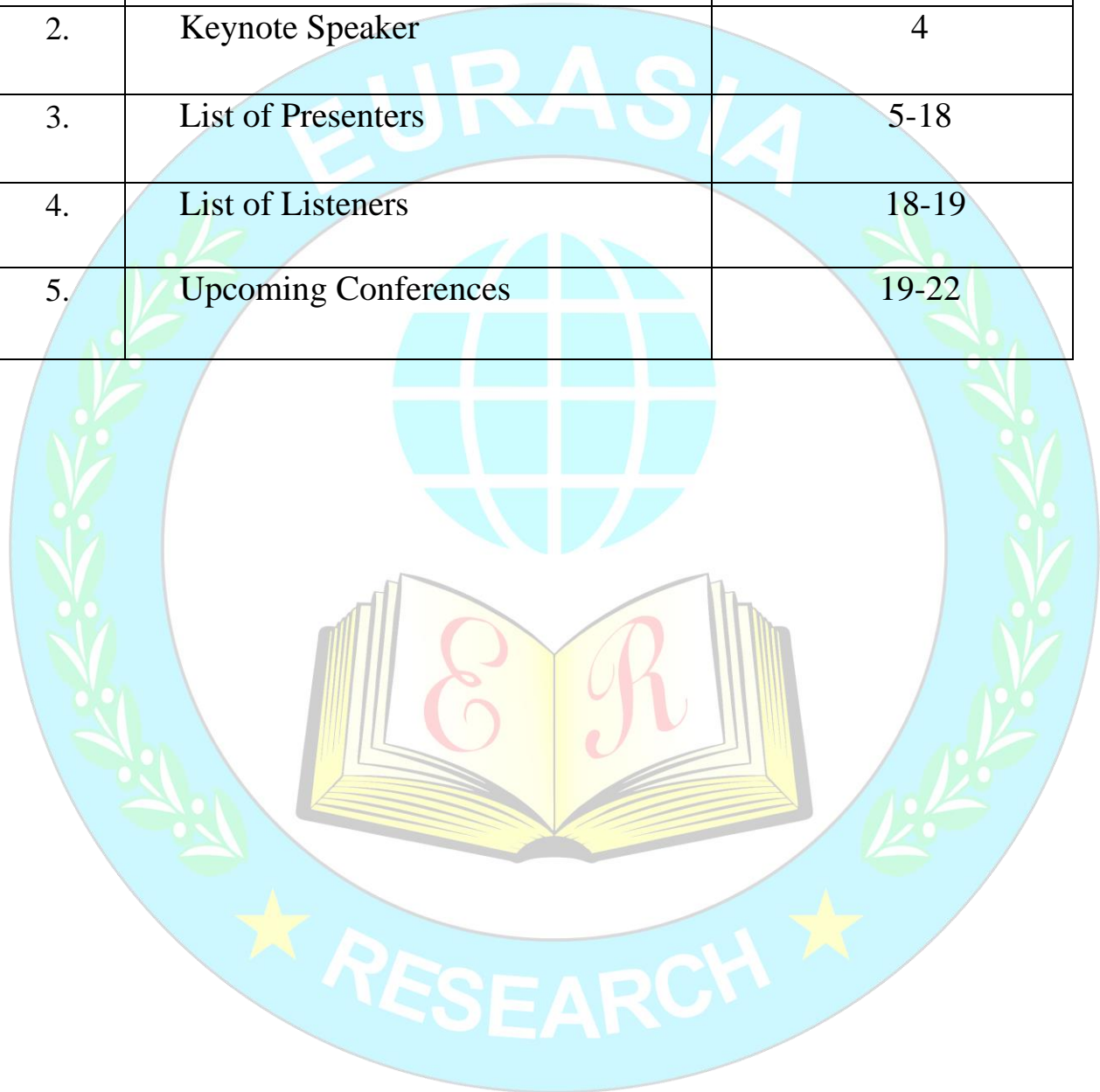Emirates

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Preface:

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KEYNOTE SPEAKER

Frederick "Ken" Sexe

Adjunct Professor, Quantitative Studies Department, Southern New Hampshire University (SNHU), Manchester, New Hampshire, United States

Ken has over thirty years of academic and industry experience in a myriad of roles. His academic background includes research in team performance and international team behaviour while his experience in the industry includes roles managing internationally located systems engineering teams. He has recently been appointed as the senior systems engineering manager for Systems Engineering Operations in Warsaw, Poland

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PRESENTERS

Adelakun Olabisi ERCICSSH1921051	**Communication and Public Service Delivery In Nigeria**
	Adelakun Olabisi **Department of Public Administration, Rufus Giwa Polytechnic,Owo, Ondo State, Nigeria** **Abstract** Communication is described as the interaction between the minds of at least two people, the sender and the receiver. It is a process of passing information and understanding it. For information to be well understood, appropriate and clear language is needed in the communication process. Communication plays a vital role in every organization including public institutions as it serves as basis for information gathering and dissemination, which helps in the service delivery process. In Nigeria, particularly, in public service setting, poor service delivery remains one of the permanent features of public service. This is not unconnected with the lack of appropriate language to communicate and get people informed of the government intentions and policies. This paper examined the communication strategies and processes within the public setting. The paper adopted secondary method of data collection to source its information, the paper argued that for communication to be effective and understood, and appropriate language must be employed in the public service. **Keywords: Communication, Information, Public Service, Nigeria, Organization**
Fapetu Oluwadamilola Victor ERCICSSH1921052	**Analysis of the Causes And Effects of Violence In Nigerian Politics**
	Fapetu Oluwadamilola Victor **Department of Public Administration, Rufus Giwa Polytechnic,Owo, Ondo State, Nigeria** **Abstract** Violence has become a routine menace in Nigeria politics. Since inception of the modern democracy the set up of Nigeria government is made up of different ethnicity and religions group which gave rooms for various political powers without minding any means used to achieve their goals. The paper examined the major causes of political violence in Nigeria and the likely effect on Nigeria political environment. The paper observed that the nation has made some giant strides in its democratic journey since 1999 but the people are yet to fully reap the fruits embedded in political system because of the different conflict interest, corruption, ethnicity, leadership failure and other egregious national problems engineer by the players. The paper recommended political tolerance and accommodation among political leaders as antidote to violence. **Keyword: Politics, Violence, Democracy, Ethnic, Government**
Siyaka Mohammed ERCICSSH1921053	**Party Alliance and Democratic Consolidation In Nigeria's Fourth Republic**
	Siyaka Mohammed **Department of Public Administration, Rufus Giwa Polytechnic,Owo, Ondo State, Nigeria** **Abstract** Political parties are critical elements in a democracy. It serves as a means for articulating and aggregating the interest of the populace and a vehicle through which leaders are recruited. In Nigeria, political parties emerged along ethnic lines, which made the struggle for political parties so intense and competitive, such that party alliance becomes means of negotiating and capturing power at the centre. The paper examined party alliances in the fourth republic and their implication on democratic consolidation. The paper relied on secondary data as sources of its information. The paper observed that party alliances in the fourth republic appeared viable and enduring but failed to consolidate democracy because of selfish and parochial intention of the party leaders. The paper suggested purposeful alliance among the parties for an enduring and sustainable democracy. **Keywords: Democracy, Democratic Consolidation, Party Alliance, Political Party, Political Power**

Tourism Resorts and the Challenges of Security on the Jos – Plateau

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Christiana Abu
ERCICSSH1921055

Abstract
Jos Plateau region has undergone a series of remarkable security challenges since early 21st century. The tourism industry has not been spared, but has had her share of the insecurity threats and challenge in the series of terrorism, ethno-religious conflicts, communal clashes, armed robbery, petty theft, and a host of other challenges. These challenges have negatively affected the inflow of tourists from within and international arena. The aim of the study is to investigate the security measures employed by resorts on the Jos plateau region of Plateau State. Findings of the study revealed among other things that all the resorts on the Jos Plateau have employed some security measures for protection of lives and properties, and the measures vary from one resorts to the other. All resorts either owned by government or private individual must consider the safety of tourists and their properties. Hence it is recommended that the government of Plateau State should provide a peaceful atmosphere so that the tourism industry would boom. All resorts on the Jos Plateau, must improvise effective security measures to curb with the alarming insecurity threats to secure the confidence of tourists and investors trooping to Plateau State.
Keywords: Security, Tourism, Resorts, Threats, Jos Plateau

Luzviminda Rivera
ERCICSSH1921056

Department of Education In Region III During The School Years- 2011-2012, 2012-2013 And 2013-2014

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Abstract
The Input-Output evaluation model was used in the study. Evaluation scale, interview and observation were used in the data gathering. Documents that were available such as records and data from the Health and Nutrition Section of DepED Regional Office and Basic Education Information System (BEIS), DepED memoranda and orders were used as sources of data. Tables were utilized to analyze the data. The study found that the profile of the School Health Personnel in DepED Region III was favorable to the achievement of outstanding performance of the personnel, successful delivery of health and nutrition services and accomplishment of various health and nutrition programs except on the educational attainment because a little percentage of the school health and nutrition personnel pursued career advancement due to no promotion available to a higher rank. In addition, there was an abrupt increase in the outstanding rating on the performance of the School Health and Nutrition Personnel from school years 2011-2014. This could be attributed to the release of Performance Based Bonus (PBB) which started last 2013 and the awarding of outstanding regional health officer which started on 2014.
Keywords: Health and Nutrition Programs; Performance Evaluation; Performance Rating; Personal and work-related factors; School Health and Nutrition Personnel

Religion Working in Politics: A Historical Analysis of Protestantisms Evolution as a Social Mobilizer in South Korea

Sooin Choi
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Sooin Choi
ERCICSSH1921062

Abstract
This paper analyzes the manner in which religion seeks to engage with global challenges by examining the theological responses to the socio-political crises in the South Korean history. It attempts to explain how Protestant Christianity's direct engagement with political difficulties in Korea transformed Protestantism into a resilient social force. By analyzing religious discourse alongside secondary research, I argue that South Koreans adopted Christianity as an alternative narrative that provided them with an identity of resistance and a means of social amelioration. The role of Protestantism in Korea in addressing political changes can be seen most acutely during two

time periods: (1) the Japanese intervention from 1911 to 1945; and (2) South Korean government's oppression during the 1960s and 1970s. While the theological engagements from different time periods oscillated between full-fledged theologies to simple theological responses, both demonstrate how Protestantism serves as a powerful social mobilizer during times of heightened political difficulties. Through the case of South Korea, this paper reveals that neglecting the role of religion can only provide a partial understanding of political deliberations in the public sphere surrounding global challenges.

The Basic Problems of Information Ethics and Its Contemporary Implications For Library Users and Professionals

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Doris Obiano
ERCICSSH1921063

Abstract
In an age of a total emancipation in information and information technology, it has become relevant to reassess the place of ethics in the process of disseminating information. It has been the preoccupation of global actors to evaluate the positive outcomes of the functions of professionals and library users in harnessing information. It is a truism hence, that Information ethics gives an ethical framework for the information professionals and library users for carrying out various information related works like acquiring, storing, processing and using of information. Thus, this has become vitally important and relevant in modern times, which has been baptised as 'information age', because of the central role played by information in the socio-economic development of world nations. This also poses unique challenges for the library and information professionals and users because the emergence of an ICT-driven information society has made their job much more challenging than before. This article thus looks into the key questions related to information ethics and, in the light of codes of ethics promoted by national and international information organizations, pays particular attention on how information professionals could discharge their duties in an ethical and morally justifiable manner.
Keywords: Information, Ethics and Library

Abdul Majeed
ERCICSSH1921064

An Evaluative Study of English Syllabus: A Case At Umerkot

Abdul Majeed
Department of English, Faculty of Social Sciences, Air University Islamabad, Islamabad, Pakistan

Abstract
The current paper is an evaluation of English syllabus, the English Language curriculum that is taught in 7th grade in Umerkot. Through this paper, the researcher focused on whether this curriculum of government and private schools fulfills students' needs or not. This research is based on comparison and differences of curriculum of government and private schools. The researcher has analyzed syllabus on the basis of Penny Ur's theory. She has given seven fundamental points for designing the syllabus. The research has answered similarities/differences in English syllabi implemented at government and private sector. The evaluation of the research revealed that the syllabus of private sector meets the requirements of the students in general sense and only two points of the theorist were not followed whereas syllabus of government school was lacking many of the points given by theorist. The research has paved a way for other upcoming researchers and had reached to a certain level of understanding; the beginning and primary object how a curriculum should be evaluated. The research has also opened a path in helping out in designing the syllabus in Sindh (Umerkot).
Keywords: Curriculum, Evaluation, Syllabus, Comparison, Characteristics of Syllabus

Ape Sunday Okakwu
ERCICSSH1921065

Lexicography of Oil Exploration: The Implications on Humanity and Co-Existence In Nigeria

Ape Sunday Okakwu
Department Of English, Nigeria Police Academy,Wudil, Kano State

Abstract
"Oil Exploration" is a concept that gained entrance into the Nigerian society in 1958, when the

Europeans perceived the existence of oil deposit at Oloibiri in Bayelsa State in the contraption known as the Niger-Delta region of Nigeria. Various terms and terminologies are used to express this concept and its accompanying activities and personnel. This paper is aimed at presenting such terms and terminologies (expressions), their meanings and discussing their possible implications on humanity and co-existence in the Nigerian society, particularly the area of the Niger-Delta, where the exploration first began in Nigeria. To do this, the researcher has embarked on intensive library research to identify and to define terms and terminologies which relate to oil exploration in Nigeria. He has also embarked on tour of the Niger-Delta region, specifically Port Harcourt and Warri, to observe and to interview the people in relation to oil exploration. The researcher finds antagonism and a plethora of complaints among the people against the explorers. The use of the terms and terminologies relating to oil exploration only elicits anger and bitterness against the explorers and the governments, not against exploration itself. The problem is that of attitude. This paper therefore suggests a change of attitude firstly on the part of the explorers; secondly on the part of the governments of the land; and thirdly and finally on the part of the dwellers of the Niger-Delta region so as to make oil exploration amenable to humanity and facilitate co-existence in the society.
Keywords: Oil, Exploration, Humanity, Co-Existence, Niger-Delta

Aisha Aminu **ERCICSSH1921066**	**Influence of Sociocultural Values on Performance of Women Entreprenuers In Kano Nigeria. Apilot Study** **Aisha Aminu** **Department of Business Administration and Entrepreneurship, Faculty of Social Sciences, Bayero University, Kano, Nigeria** **Abstract** The major objective of this paper is to examine a few sample data on the influence of socio-cultural values on the performance of women entrepreneurs' performance in Nigeria. A pilot study is carried out in order to assess the validity and reliability of the measuring instrument. Content and face validity, reliability and the data normality were examined based on expert assessment, and the data was analysed using the statistical software SPSS version 23. The result shows that the measuring instruments are reliable Keywords: Performance, Sociocultural values, Validation, Pilot Test, Constructs Validity, and Construct Reliability
Ponnusamy Rajkumar **ERCICSSH1921069**	**Functional Relationship Among The Dynamic Variables of Msmes And GDP: Econometric Evidence From India for Four Decades** **Ponnusamy Rajkumar** **Professor of Sociology, School of Social Science, Madurai Kamaraj University, Madurai, Tamil Nadu, India** **A. Sankaran** **Faculty of Economics, School of Management, Pondicherry Central University, Pondicherry, India** **Abstract** The study examines the dynamic relationship among the number of units, number of persons employed, value of output, value of export and overall GDP in one of the fastest growing economy of the world. In order to pursue this exercise, time series annual data have been sourced on the above mentioned variables from the International Finance Statistics, Indiastat online data source, and Annual Report of the Ministry of Micro, Small and Medium Scale Enterprises, Government of India for the period of four decades from 1974 to 2016. With the intension of inspecting the above mentioned goal, the pair wise correlation matrix, unit root test, ARDL bounds test, Remsey RESET test, CUSUM and CUSUM of Square tests, and MWald test for causality have been used. The result of the study illustrates that employment is significantly influenced by number of units, production and export, while number of units and GDP Grange cause export. This trend calls for a new policy initiative that stimulates employment and export with the support of new entry, and increase in GDP. Keywords :India's Msmes, ARDL Bounds Test, Mwald Test, Dynamic Relationship
Isa Munkaila	**The Challenges of Rural Development in Developing Countries: Nigerian Experience**

ERCICSSH1921070	**Isa Munkaila** **Department of Public Administration, Federal University, Wukar, Taraba State, Nigeria** **Abstract** Rural development is a vital developmental effort in uplifting the living condition of the rural dwellers in the provision of both tangible and intangible social services as well as improving their occupational capacities or capabilities. But in the developing countries rural development programmes are seen as conduit pipe for siphoning public funds by the elites and the policy makers. The government of the developing countries initiates different types of rural development policies that can be marketed anywhere in the world, but the implementation processes are consummated by corruption, lack of political will and determination. At the end of the day all these rural development programmes are either haphazardly executed or totally abandon and the funds earmarked for their execution carted away by the policy makers. Therefore, rural dwellers in developing countries especially in Nigeria were neglected and are allowed wallowing under abject poverty, hunger, diseases and all forms of socio-political and economic deprivation. As a matter of fact since Nigeria's independence in 1960 there was little or no meaningful rural revolution despite series of programmes initiated by the past and the present government.
Ira Novianty **ERCICSSH1921076**	**The Quality of Management Accounting Information Systems From Users' Ethics, Environmental Uncertainty, and Top Management Support Perspectives (An Empirical Case of Local Government In Indonesia)** **Ira Novianty** **Department of Accounting, Bandung State Polytechnic, 40125, West Java, Indonesia** **Abstract** This research was intended to predict how much users' ethics, environmental uncertainty, and top management support influences management accounting information systems. Data in this research is collected through a questionnaire distributed to 28 municipalities and districtsall over West Java, Indonesia. The data analysis used for hypothesis testing in this research was a Structural Equation Model with a Partial Least Square (PLS) approach. The research shows that users' ethics, environmental uncertainty, and top management support havea positive influence uponmanagement accounting information systems. Keywords: Users' Ethics, Environmental Uncertainty, Top Management Support, Management Accounting Information System
Amna Tariq **ERCICSSH1921077**	**The Myth of Desacralization: The Space and the Alternative Narrative of Sacred in Patrick Suskind's Perfume: The Story of a Murderer** **Amna Tariq** **English Department, University of Education, Lower Mall Campus, Lahore Pakistan** **Abstract** The purpose of this research article is to analyze the articulated myth of [D]esacralization in West in relationship with the making of space as a source of alternative narrative of sacred. This article proves that [D]esacralization is a myth as there is no absolute sacred and there is no absolutely desacralized condition. It further suggests that Desacralization of religion can be followed by resacralization / sacralization of the same or different religious attitudes (or profounder sacred narratives which may find it difficult to fit in religious category) at different times by different societies and individuals. I contend to say through this article that as long as there are sacred spaces created by individuals, there are alternative narratives of sacred. These alternative narratives of sacred do not keep the concept of sacred fixed. It keeps it in flux.Suskind portrays the society of Grasse a montage of many sacred believes while the church standing as a dwindling presence makes us reject the church as the only sacred presence. It also makes us reject the myth of desacralization which was articulated in Post-world war period in western society. This desacralization makes it legitimize for the characters and the reader the creation of sacred space and the making of the alternative narrative of sacred. Hence, Grenouille's project of perfume making is an alternative narrative of sacred in the text. This article aims at displaying the politics of space and place and

what are the factors that are responsible in making these spaces as spaces and not concrete places? As a result, it proves that the fluidity of the space is highly dependent on the politics of the space and place in relationship with the ideology of the time. There are certain systematic channels through which the destiny of space is established.

Keywords: Desacralization, Space, Place, Sacred Space, Religion

Kleio Kartalis **ERCICSSH1921078**	**L'Affaire du Voile: The Paradoxes of French La'que Identity for French Muslim Veiled Women** **Kleio Kartalis** **New York University (USA), New York University (USA), Greece** **Abstract** My research is part of a larger debate of multiculturalism in Europe and focuses on the concept of laïcité and controversiality of the Islamic veil in France. The principles of laïcité (laicity, secularism) in France is explored through three laws (1905, 2004 and 2010). A series of interpretations of laïcité as a socio-legal term, reveal that the law(s) of laïcité ('burqa ban') disproportionately affects veiled Muslim French women who are restricted in their religious expression and are not allowed be veiled in public spaces. The next section of my research examines the multiple symbolic aspects of the veil. The Islamic veil is identified as an object of fetishistic eroticism in Western rhetoric. Two examples from fashion brands (Reebok and Gucci) illustrate how the social meaning of the veil has been constructed, abstracted and sexualised through the male gaze(s). The male gaze(s) objectifies women, treating her "as if she were Woman itself" (Bloom). In doing so, the male gaze(s) inevitably becomes an instrument of female domination. French colonisation of Algeria is used as a case study, highlighting the symbolism of the veil as an instrument for collective pacification. Algerian women were fiercely targeted, publicly unveiled and experienced (sexual) violence. Hence the veil is a symbol of paradox: it is perceived as both a symbol of victimization and mystification by the Western colonial male gaze.The final section of my research focuses on contemporary France and situates the Islamic veil in French public schools and other public spaces. The veil in public is deemed an "assimilation defect" and threat to laïcité. Finally, my research emphasizes an alternative view of the veil: a symbol of female resistance. Muslim women across France adopt the veil or continue to wear the veil as an act of political defiance towards France's limiting interpretation of laïque identity. **Abstract Word Count: 300** **Key words: Algeria, Colonialism, France, Islam, Laïcité (laicity)**
Bahriye Eseler **ERCICSSH1921079**	**The Syrian Refugees Through The Eyes Of University Students** **Bahriye Eseler** **Vocational School Of Health Services, Social Security, Uskudar University, Istanbul, Turkey** **Sıla Meltem Arman** **Ezgi Tesir** **Abstact** The immigration is one of the oldest concepts in the history. But the concept of refugee has come into the agenda with the formation of nation-states and the boundaries of the state. Of course, following this process, it is an indispensable fact that the countries established on the migration routes such as Turkey have densities both in terms of immigrant and refugees. Within that context, Turkey is an experienced society on the migration. However the mass immigration movements to Turkey as a result of the war experienced in the Syria, there have been experienced many changes / transformations in the social, cultural and economic fields. In other words, although Turkey is experienced country on that issue, it has caught the mass migration flows in an unprepared situation. Especially, the much more concentration of the refugees especially in several certain cities and also in certain provinces of Turkey have resulted with the emergence of larger problems in terms of societal integration. The experienced problems have not only reserved in the societal integration but also in the economic field. Primarily, when the Syrian refugees are seen as an additional reason for the concerns of Turkish youth population, in which Turkey has high percentage on youth unemployment, separate societal problems come into the forefront due to this

reality. Therefore, it is for this reason that it is important to examine the views of young university students to the Syrian refugees. In this study, the research will be made through the in-depth interview method with the twenty-five students from five different foundational universities. The reason why the foundational universities is selected and researched on is the having of these universities' students relatively similar socio-economic profiles which wil help to increase the originality of this study.

Keywords: Syria, Student, Refugee, Turkey

Akhila Sara Varughese ERCICSSH1921083	**Illustrated Retelling Of Indian Epics: Structural Analysis Of Narrative In Devdutt Pattanaikas Select Novels**

Akhila Sara Varughese
Department of English, Mahatma Gandhi University Kottayam, Kerala, India

Abstract
The paper tries to study the narrative pattern of the select novels with the help of the theory of narratology proposed by Mieke Bal and Gerard Genette. The research will analyse the primary sources from the point of view of the social and cultural milieu of the Indian epics. By using the theories proposed by theorists, this research attempts to study the nature of the narration and analyse the structural elements in the narratives of select novels of Pattanaik and examine how the illustrated narration becomes an effective tool to analyse the structure of these select adaptations.
The illustrated novels Jaya and Sita by Devdutt Pattanaik add richness to the ways of communication and it helps the readers to understand plot of the epics clearly. The select novels in the proposed project are nonlinear in narration and it allows for the reader to move independently and to create new meanings. These novels take an offbeat course to the Ramayana and the Mahabharata and bring out complex human condition at its best.
Keywords: Indian Epics, Visual Narration, Image And Text, Structure, Retellings

Akhila Sara Varughese ERCICSSH1921083	**Illustrated Retelling of Indian Epics: Structural Analysis of Narrative in Devdutt Pattanaik's Select Novels**

Akhila Sara Varughese
Ph.D Research Scholar, Department of English, Mahatma Gandhi University, Kottayam, Kerala

Abstract
The religious and cultural life of the whole of the Indian subcontinent has been deeply influenced by the two Great Epic poems, the Ramayana and the Mahabharata. These two epics tend to affirm the values of the social order of its day and emphasize the performing of one's assigned duties. Indian epics are the treasure of Indian literature and the different versions of these epics show the importance of the texts in every corner of the world. The various versions and the retellings may be influenced by the beliefs of individual religious communities, the literary conventions and regional cultures and the specific configurations of social relations. The writers have expressed the narration of epics in their versions by how they perceived and interpreted in light of their own time in history, place in society, literary inclinations, and religious beliefs and along with political and social views.
The present paper titled Illustrated Retelling of Indian Epics: Structural Analysis of Narrative in Devdutt Pattanaik's Select Novels focuses on the narrative structure of the Indian epics Ramayana and the Mahabharata by analyzing the novels Sita: An Illustrated Retelling of the Ramayana and Jaya: An Illustrated Retelling of the Mahabharata by famous Indian mythologist Devdutt Pattanaik. The different facts, figures and illustrations about the Ramayana and the Mahabharata are incorporated in the novels helps to analyses the different versions of epics and to remain true to the ancient texts. The paper focuses on how Pattanaik's has made to come out of the traditional forms of narration by using visual images, verbal images and illustrations in his writings and analyses the various changes that occurred in the retellings of the ancient Indian epics. The research tries to find out the answer for the question of what is the corpus of narration in Jaya: Illustrated Retelling of the Mahabharata and Sita: Illustrated Retelling of the Ramayana by Devdutt Pattanaik. It also traces the various history related to the Indian epics and its narrative structure of the different retellings. The paper tries to study the narrative pattern of the select novels with the help of the theory of narratology proposed by Mieke Bal and Gerard Genette. The research will analyse the primary sources from the point of view of the social and cultural milieu of the Indian

epics. By using the theories proposed by theorists, this research attempts to study the nature of the narration and analyse the structural elements in the narratives of select novels of Pattanaik and examine how the illustrated narration becomes an effective tool to analyse the structure of these select adaptations.

The illustrated novels Jaya and Sita by Devdutt Pattanaik add richness to the ways of communication and it helps the readers to understand plot of the epics clearly. The select novels in the proposed project are nonlinear in narration and it allows for the reader to move independently and to create new meanings. These novels take an offbeat course to the Ramayana and the Mahabharata and bring out complex human condition at its best.

Ali Mohamed Habibi ERCICSSH1921084	**Collaboration in Remote Access Laboratories** **Ali Mohamed Habibi** **University of Southern Queensland, Australia** **Abstract** **Remote laboratories are a class of online learning systems that provide access to laboratory infrastructure and learning environments through the Internet. Collaboration is an interactive process that engages two or more participants working together to achieve educational outcomes they could not accomplish independently (Quesada Pacheco, 2013). In a collaborative learning environment, students become involved in a common outcome where they depend on and are accountable to each other. Lowe, Berry, Murray, and Lindsay (2009) have confirmed that peer collaboration can play a key role in positively influencing the outcomes of student learning. However, while the majority of traditional laboratory exercises are group based—which implies some form of collaboration—a vast majority of the current remote laboratories provide only limited support for collaboration (Kennepohl & Shaw, 2010); (Lowe et al., 2009)** **Keywords: Remote Access Laboratories, Collaboration, Learning Environments**
Stephen Kwame Owusu-Amoh ERCICSSH1921086	**Visual Rhetoric And The Menzgold Saga: An Examination Of A Contemporary Ponzi Scheme In Ghana** **Stephen Kwame Owusu-Amoh** **Assistant Lecturer, Department Of Communication Studies, University Of Cape Coast, Cape Coast, Ghana** **Eric Opoku Mensah (Phd)** **Senior Lecturer Department Of Communication Studies University Of Cape Coast, Cape Coast, Ghana** **Abstract** **We are enmeshed in a visual culture where each individual is constantly being bombarded with visual information from every angle in the society. Visual rhetoric has always been with us in the society but the necessary awareness regarding its literacy has not been fully realized in Ghana. The advent of new media with its associated facilities such as the various social media platforms has boosted the potency of visual rhetoric to achieve persuasion. Employing the textual analysis as a method of communication research, the paper uses the computer mediated communication (CMC) theory and the semiotic theory as conceptual frameworks to analyze various images of the CEO of MenzGold Ghana Ltd. together with Ghanaian public personalities from the political, religious, traditional and popular cultural spheres as a persuasive strategy to cut through a society that has been bedeviled with various Ponzi schemes and as a result, the consciousness of most of the people raised about the consequences of these schemes. This paper makes a case for the power and the argumentative potency of the visual to persuade. The findings reveal that the CEO and the company succeeded in using visual rhetoric to build an ethos for itself as a branding tactic that gave it a leverage in the Ghanaian society to attract clients for the company. Secondly, a cross section of Ghanaians rely on these visual images as a means of legitimizing their actions regarding investment choices. The conclusion then is that the Ghanaian society needs to be educated about the power of the visual to persuade so as to empower consumers at various levels of the society to be conscious of the effects of visual rhetoric.** **Keywords: Visual Rhetoric, Persuasion, Semiotics**

Shohistahon Uljaeva ERCICSSH1921087	**The History of The Unani Medicine In Central Asia**

Shohistahon Uljaeva
Humanities, Tashkent Institute of Irrigation and Agricultural Mechanization Engineers, Tashkent, Uzbekistan

Abstract
Theorists consider that the Unani medicine appeared in the Ancient Greece. Hippocrate (460-377 A.D.) and his numerous successors developed this school and later extended all over the world. Despite of the Greece science, there was progress in the branches of Unani medicine in the Central Asia too since the most ancient times. It is observed the unique medical knowledge in all chapters of the sacred book "Avesta" too. Specifically, there is an issue about training physicians in "Vendidod". The special attention is given on duties and problems of doctors, medical practice, classification of diseases, the reasons and factors of occurrence of diseases, treatment methods, various herbs and their pharmaceutical action, classifications of herbs and many others in the book. In "Avesta" it is spoken that some diseases arise in disregarding hygiene and inattentiveness. At temple fire - there were polyclinics and hospitals for treatment of patients. The states supervised works of polyclinics and hospitals. Some doctors treated patients by means of good - the Holy Spirit. The majority treated with their knowledge, some by means of surgery, and others through the herbs, some through useful juice. Diet therapy played the big role in the treatment patients too. It is possible to know from these methods that ancient people had some methods of treatment, as therapy, pharmacotherapy, surgery, fitness and others. They even had an abortion practice, but abortion was not approved by a society, was considered as pride of childhood. Besides, some treated patients through prays. For example, someone was suddenly bad, they considered, that one had been put the evil eye upon and read prays in particular "Leave damage. Do not return more" and with such words they discharged maleficent and damage. More regard was paid to personal hygiene and physical training.
Keywords: Medicine, Central Asia, Avesto, Avisenna, Muslim Renaissance

Sandra Freda Wood ERCICSSH1921089	**The Framing of The Green or The Gold Track School System: The Case of The Print Media**

Sandra Freda Wood
Communication Studies Department, University of Cape Coast, Cape Coast, Ghana

Abstract
The media will always be a powerful institution because of their ability to tell audience what to think about and how to think about issues. This has strengthened the media position as the fourth realm of government. In Ghana, the Daily Graphic, Ghanaian Times, Ghanaian Chronicles and Daily Guide are newspapers that have carved a niche for themselves as popular and reliable sources of news. This paper, through a content analysis of the news items of the newspapers mentioned will compare and contrast how the Double Track Educational Policy was presented or framed to readers considering the two State Owned and the Private Owned Newspapers. Analyses of the news items is from the period of June 2018, when prominence was given to the introduction of the policy to the second week of September 2018 when the policy was implemented. The study is conducted using mainly the framing theory. The findings are significant because no matter who we are, information provides us more power because the more we know, the more we become aware and effect necessary change and one means we acquire this information or knowledge is through the media industry specifically the print.

Dennis Otieno ERCICSSH1921090	**The Chequered History of Webuye Town, 1895-2009**

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Abstract
This study examines the chequered history of Webuye Town in Bungoma County. The town began as a fort, which was a masterpiece of the great ruler of the "Abangachi" also known as Chetambe Yifile in 1895. The fort served as a base for launching attacks against British colonialists and that is

why it was built on a hill. Subsequently the fort grew into a town which in 1971 became home for Pan-African Paper Mills (PAPM), the largest paper factory in East Africa. Nzoia Sugar Factory was also set up in the town. The purpose of the study is to examine the chequered history of Webuye Town from 1895 to 2009. To achieve this, historical research design will be used to evaluate and analyse data that will be obtained from both primary and secondary sources. Primary data for this study will be sought from the Kenya National Archives in Nairobi and the archives of PAPM and Nzoia Sugar Factory. This will be complemented by data gathered from oral interviews with relevant informants, including local administrators, business people, company employees and other residents. The informants will be identified through purposive sampling (mainly snowball technique). Secondary data will be obtained from books, journal, magazines/newspapers articles, theses/dissertations, conference papers and internet material. Three analytical frames will be used to analyse the collected data. They will include theoretical reflection, documentary review and content analysis. The study will employ modernization and William Dean's theories to examine the development of the town. The modernization perspective analyses processes of transformation from traditional to modern societies. William Dean's theory on the other hand, views the development the development of commercial centres anywhere as a function of trade routes, location and nodality. Generally, the study will examine the pre-colonial Webuye area, highlighting the early developments in the area. This analysis of Webuye town will thus contribute to the body of knowledge as it will add to written works on urban historiography. Finally, the findings of the study will be important to development agencies and policy makers both at the county and national levels.

The Problematics of the Empiricist and Rationalist Tradition In Philosophy

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ERCICSSH1921092

Abstract
One of the major preoccupations of the entire western Philosophy has been the dispute between rationalism and empiricism. While the former argues that much of the knowledge we gain are not dependent upon sense experience, the former posits that human beings come to uphold and acknowledge realities through sense experience. Thus, the problematic concerns the extent to which we are dependent upon sense experience in our effort to gain knowledge. This article thus investigates into the age long chasm that have existed between these two realms of knowledge. The aim here is to articulate the indispensability of the both sides of the coin and their relevance to contemporary scholarship within the realms of philosophy.
Keywords: Empiricism, Rationalism and Tradition

Multiculturalism, Bilingualism and the Acquisition of Second Language: An Insight into the Indian Language Classrooms

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Abstract
The Present Paper Attempts To Unravel A Vast Panoramic Dynamics On Critical Language Pedagogy, Interdisciplinary And Multisensory Lessons And Cooperative Learning Using Language As A Source To Incorporate Instruction Into The Students' Lives Of Second Language Learners. The Paper Would Essentially Integrate Theory And Practice To Encapsulate Comprehensive Coverage Of Bilingual And Esl Issues, Eventually, Simulating The Thrust Areas Of Esl, Multicultural And Bilingual Education Of Effective Language Learning Practices In India And Their Underlying Research And Knowledge Based Outcomes. The Author Believes That It Is The Prime Responsibility Of All The Language Oriented Educators Across The World To Prepare Themselves To Work With Second Language Learners Since The Global Demography Predicts That The Students With Close Association To Their Bilingual And Bicultural Heritages Will Be Immensely Large In Number In The Upcoming Years Leading To A Vast Majority Of Minority Language Students Over The Next Decades.

| **Ephraim Ibekwe** | **Questioning Africa and The Role of the Media In Fuelling Violence (Nigeria As A Case Study)** |

ERCICSSH1921097	

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Abstract

Africa has had protracted history of violence and terrorism. Each minute that passes by has it's news on violence in Africa. This statement can be authenticated by taking a look at our media houses, both print and visual. They have one sad news or the other to pass about the state of Africa. Many innocent Children are dying in great number, homes are displaced, properties are destroyed, people are murdered in an uncountable number, we also see many other inhuman activities like, rape, sexual assault of various degrees, poverty and diseases of high propensities, lack of means of livelihood, religious fanaticism, accidents, political unrest and security threats. While some scholars are of the view that Africa is remains a death trap for majority of her citizens, others maintain that Africa could be healed with good and dedicated governance system. However, the fact remains that crimes and violence are on increase as the cock crows. During 2014, along with the horrific outbreak of Ebola in West Africa, the continent as a whole experienced one of the more turbulent years in its recent history with widespread protests, unrest, civil wars, and insurgencies. The most recent flare-up of this new wave of violence resulted in Boko Haram's deadliest attack ever, the massacre of an estimated 2,000 people in the northeastern village of Doron Baga. Again we see the Fulani herdsmen Saga that has left the Nigeria nation in a quagmire. Hence, this article focuses on the concept of violence in Africa and its effects on the people. It x-rays the many instances of violence in Africa while paying particular attention to the role of media in fuelling violence in Nigeria (Jos). The question is how the media could aid in putting an end to the many acts of violence in Africa rather than act as catalyst to violence and its preceding effects.
Key Words: Africa, Media, Violence

Ephraim U. Ibekwe **ERCICSSH1921098**	**The Notion of Human Freedom and Its Implication In Our Society Today**

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Abstract

One of the most problematic concepts in our world today is the concept of freedom. It is a concept that has gained prominence in the mainstream discussion. Everyone wants to be free, since "it is only in freedom that man realizes his being" yet only few think about the responsibilities of freedom and what actually it means to be free. But the questions are; is human being free in his choice of actions preordained by forces beyond his control and opposed to his will? If we say that man is free, how can we reconcile our answer with our acknowledgment of objective necessity? If we say he is not free, does that mean that people are only a means of realizing the laws of social development? These and many more questions point to the fact that the problem of freedom has remained a perennial one down the ages. Freedom is one of the distinctive qualities of man from other beings. Man beyond being intelligent, is also free in his actions and deliberations in the face of serious or difficult decisions and choices. This article hence, takes a critical look at this thing called Freedom. Adopting a critical outlook from Satrean dimension. It exposes its nature and pays particular attention to its attendant consequences in our society today.
Keywords: Freedom, Determinism, Responsibility

Albert Abiakwu **ERCICSSH1921099**	**The Relevance of Music and Its Contributions to Socio-Politicical Awareness**

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Abstract

The importance and relevance of music to the growth of the human person and above all the society is quite indispensable. This is because down the ages, music enhances the life of the society. It serves as a means of revolution from citizens to a non-performing government, by its revolutionary force it either gingers a non performing government to start performing or communicates that the citizens

do not desire the continuity of such government. It is a means of socialization and inter-communication, it serves as a viable religious tool used in worshiping and other religious interactions. One can continue to recount the functionality of music to an infinite regress. Music in this line has plays daunting roles in socio-political life of its people and beyond. The most glaring function of music is its relationship with politics. Thus, many authors are of the opinion that music is a voice of the people. This article from this perspective focuses on the relevance of music. It pays keen attention to its socio-political contributions to the life of the people.

Keywords: Music and Socio-Political

Abdalrhman Omar Alsaghier **ERCICSSH1921082**	**Reverse Transfer of Persuasive Devices In Academic Persuasive Essays by Bilingual Arabic L1 and English L2 Fourth-Year Undergraduate Students** **Abdalrhman Omar Alsaghier** **PhD Candidate, University of Southern Queensland, Australia** **Abstract** **Transfer between languages is generally accepted as being predominantly a positive phenomenon. Less is known however of the effects on the quality of writing in English and in Arabic and the reverse transfer in writing from English to Arabic for bilingual higher education student users. This study reports a contrastive analysis of Arabic scripts and English scripts, on persuasive devices of writing proficiency, of an unrehearsed persuasive essay writing task undertaken by 40 bilingual Arabic L1 and English L2 fourth-year undergraduate students aged 20-24. This genre was selected because of its relevance to academic writing skills that the students were seeking to acquire. The results were revealed in a detailed analysis of the individual scripts, with additional comparison with monolingual Arabic writers. Significant correlation of scripts scores was found between the students' Arabic and English essays for the English group. Students who obtained high scores in their English scripts were those who had high scores in their Arabic scripts and students who obtained low scores in their English scripts were those who had low scores in their Arabic scripts. However, the opposite was found in regard to the use of persuasive devices in the monolingual Arabic majors' scripts. The number of students who did not apply persuasive devices in the monolingual Arabic major group was considerably higher than those who applied in their Arabic scripts.**
Dr. Priya Chadha **ERCICSSH1921100**	**Adolescent and Usage of Mobile Phone: Junk Food Consumption** **Dr. Priya Chadha** **Assistant Professor and Head, Department of Journalism and Mass Communication, Goswami Ganesh Dutta Sanatan Dharama College, Chandigarh (India)** **Abstract** **World Health Organization (WHO) Constitution defines health broadly as "a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity." Article 25 of the United Nations 1948 Universal Declaration of Human Rights states that "Everyone has the right to a standard of living adequate for the health and well-being of himself and of his family, including food, clothing, and housing and medical care and necessary social services." Adolescents paly a crucial role in the development of the country. Adolescents aged 10-19 years' account for more than one-fifth of the world's population and in India, this age group form 23 per cent of the total population. Over the years with the tremendous growth of information and technologies adolescents of today are continuous in use of mobile phone for communication and information purposes. Adolescents to eat junk food while accessing mobile phone which is a cause of concern for the health stakeholders, policy makers at parents all across the globe. Objectives: 1) This study aimed to critically examine the usage of mobile phone for communication and information by the adolescents. 2) To critically examine the usage of junk food while using mobile phone. Methodology: The study was done on a sample size of 400 adolescents aged 12-19 years studying in government and private schools in the city of Chandigarh. 200 male and 200 female adolescents were divided into two age groups i.e 12- 15 and 16-19 years. The data was collected by way of a survey method using a self–constructed questionnaire. Statistical analysis was done on SPSS work book using tools such chi-square test, central tendency (mean); dispersion (standard deviation) and paired t- test to show the results on the basis of hours divided in four categories i.e very often (4 or more hours a**

day), quite often (2-4), seldom (0-2)s and never (0). Results: It was evident from the results that mobile usage is high among adolescents. Paired t-test results have been significant in case of 12 – 15 years female adolescents whereby junk food consumption of government school girls have been found to be high while using mobile phone for entertainment and communication purpose and for male adolescents in the same age group junk food consumption of private school going adolescents has been high while using mobile phone for information purpose. Conclusion: No, doubt the the usage of mobile phone has increased and going to increase more in the years to come. This segment of population is under great dilemma and pressures. They have to face various challenges while living in digitalised world. Therefore, they need to be delivered and addressed with right message so that they achieve optimum nutrition. In order to ensure optimal nutritional status, it is very important that this crucial segment of population gets the right message as far as their health is concerned. Therefore, the researcher through review of literature also addresses the need of teaching media literacy to adolescents so that they become critical consumers.

Keywords: Adolescents, Mobile Phone, Junk Food

Taranginee Gupta **ERCICSSH1921101**	**Postmodernism and Mythography: A study of Contemporary Indian English Writing** **Taranginee Gupta** **Research Scholar, Ph.D. English, Mithibai College, University of Mumbai, Maharashtra, India** **Abstract** The Indian Renaissance along with the perquisites of Postmodernism, has led the Indian philosophers, writers and general masses even, to be sceptical about everything that has been dogmatised. This action is nonetheless a constituent of postmodernism. The current 'conscious' has understood that rules were made with prejudice of rulers who created them to benefit him and his. Therefore, right and wrong, true and false is all a matter of perceptual experience. Indians worship pagan cultures, take in differing on thoughts and beliefs, each group receives their own circle of belief system and they argue but co-exist. So, begins the path of deconstructing the traditional Indian approach towards the metanarratives: Ravana and Duryodhana as heroes, Sita's retelling of Ramayana, voicing the female characters in Mahabharata creating the conflicting side of mininarratives. These characters belonged to the metanarratives and these grand narratives are always in conflict with the little narratives and marginal structures. So, with a fresh perception, many writers like Devdutt Pattanaik, Anand Neelakantan, Amish Tripathi, Sharath Komarraju, Ashwin Sanghi among many others probe our mythology into something innovative while instantaneously questioning our present-day condition, especially in this complex postmodern world of constant change. The present paper shall analyse and fleetingly survey this new trend in Indian English writing, where every writer is turning towards mythology in their creative dimension and how these works can be harbingers of Indian postmodernism. Keywords: Indian Writing, Mythology, Mythography, Retelling, Postmodernism, Metanarratives
Daniela Ottmann **ERCICSSH1921102**	**Future Sustainable Cities in the Arid Tropics: Learning From Traditional Oasis Systems in Oman** **Dr Daniela A. Ottmann** **Faculty of Society and Design, Bond University, Australia** **Abstract** We cannot return to the past and implement traditional self-sufficient oasis system models into future urbanism. However, we can use traditional oasis settlements as passive system models, enriched with active convertors of energy and materials under the consideration of socio-economic drivers that adapt to our current and future challenges of sustainable urban development in Oman. Based on conducted research on traditional building knowledge of settlement patterns in oasis hamlets in Oman (2011-12) and case study analyses (2013) of current housing patterns in Muscat and tradi-tional/ vernacular housing in Al Mansafah with the consideration of the impacts it has on the anthro-phosphere (human needs hierarchy) and eco-sphere (natural resources), the anticipated paper shall establish a future oriented manual of strategies to achieve sustainable urban development under con-sideration of primacy settlement patterns. Here the established 'Correlator' model is applied to achieve strategies for sustainable future urban developments in the arid tropics. Keywords: Sustainable urban development, Vernacular architecture, Ecological architecture, Climate design, UN SDGs

Yixuan Lou ERCICSSH1921103	Mother-father Relationship and Child Depression

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Abstract
Background: According to the WHO, depression is the leading cause of illness among adolescents. Academic pressure, pressure from peers and families may cause depression among adolescents. In this project, I studied the relationship between mother-father relationship and child depression, and explored if the effect is partially or fully mediated through the effect of parent-child relationship.
Methods: I used data from the China Education Panel Survey (CEPS), a nationwide survey in China of stallthherhiphip. The effect of mother-father relationship on child depression was assessed by Logistic regression analysis and the mediating effect of parent-child relationship was assessed by Mediation analysis.
Results: I found that better mother-father relationship reduces child depression, and the association is similar across gender: among boys, a one-point higher score of mother-father relationship is related with 0.686 times less likelihood of having depression; among girls, a one-point higher score of mother-father relationship is related with 0.633 times less likelihood of having depression. Meanwhile, 26% of the effect of mother-father relationship on reducing child depression is explained by parent-child relationship
Conclusion: Mother-father relationship is positively related to child mental health. There is partial mediation effect of parent-child relationship in the pathway.
Keywords: Mother-Father Relationship, Depression, Mediation Effect, Parent-Child Relationship

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- 4th Bangkok – International Conference on Social Science & Humanities (ICSSH), 15-16 October 2019

- 2019 – XXII International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Oct 16-17, Bangkok

- 4th Singapore – International Conference on Social Science & Humanities (ICSSH), 13-14 November 2019

- 2019 – XXIII International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), November 14-15, Singapore

- 5th Dubai – International Conference on Social Science & Humanities (ICSSH), 09-10 December 2019

- 2019 – XXIV International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), December 10-11, Dubai

- Sydney – International Conference on Social Science & Humanities (ICSSH), 10-11 December 2019

- 2019 – XXV International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), December 11-12, Sydney

- 3rd Bali – International Conference on Social Science & Humanities (ICSSH), 19-20 December 2019

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- 5th Bangkok – International Conference on Social Science & Humanities (ICSSH), 21-22 December 2019

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- 2020 – IInd International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), March 04-05, Melbourne

- 5th Singapore – International Conference on Social Science & Humanities (ICSSH), 25-26 March 2020

- 2020 – IIIrd International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), March 26-27, Singapore

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- 3rd London – International Conference on Social Science & Humanities (ICSSH), 14-15 April 2020

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- 2020 – Xth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), June 10-11, Singapore

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- 2020 – XIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), June 09-10, Paris