



Conference Proceedings

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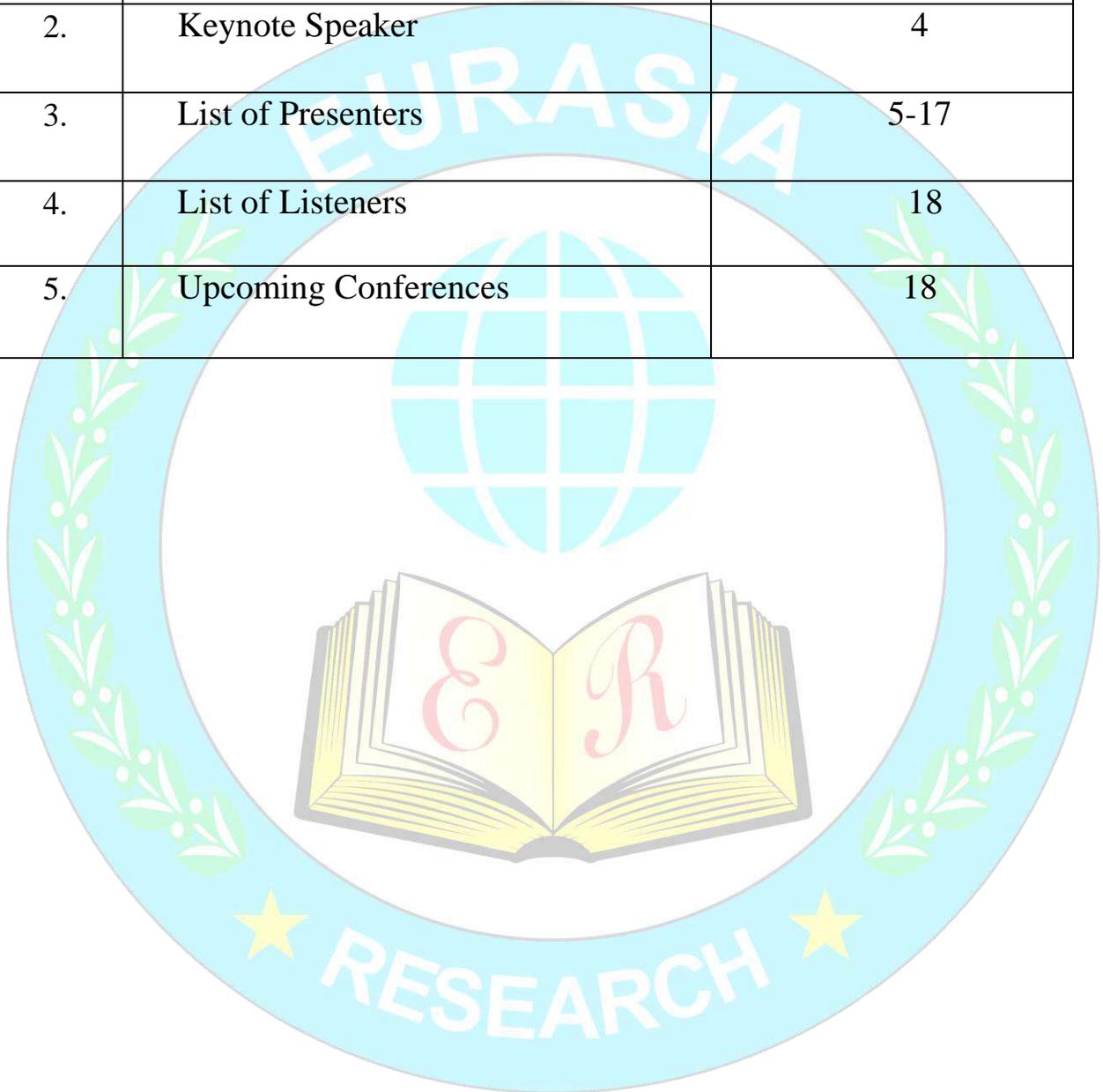
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Preface:

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KEYNOTE SPEAKER



Yulia Kryvenko

**Assistant Professor Department of Social Work, Faculty of Health Sciences
Istanbul Zaim University, Turkey.**

**Topic: Arts for healing and social change. How being creative can improve our
quality of life?**

**Yulia Kryvenko received a Master's Degree in Social Work and Doctorate
Degree in Social Philosophy from National Aviation University Ukraine in
2013. Since then she acquired particular expertise in qualitative research,
phenomenology and philosophy of health sciences. Her empirical research is
primarily related to marital satisfaction in intercultural marriages and
influence of art therapy on children's well-being. She's also a co-editor of
several books and co-author of a number of international publications.**

Publications:

<https://akademik.yok.gov.tr/AkademikArama/view/viewAuthorArticle.jsp>

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PRESENTERS

<p>Tolu Lawal Ph.D ERCICSSH1925051</p>	<p>Repositioning Local Government for Sustainable Rural Development in Nigeria</p> <p>Tolu Lawal Ph.D Department of Public Administration, Rufus Giwa Polytechnic, Owo, Ondo State, Nigeria, West Africa, Africa</p> <p>Abstract</p> <p>Local Government is one of the oldest institutions of governance in Nigeria. Although, existed in different names under various administrations. Local government is essentially and fundamentally created to enhance governance particularly at the grassroots level. As a system that is old and had gone through various changes and reforms, it is logically expected that local government should serve as agent of rural development and should have brought development to the rural communities. However, the much needed and awaited development remains unachievable. Based on the foregoing, this paper examined local government administration and its possible repositioning for sustainable rural development with emphasis on the legal framework, performance, challenges and prospects of local government system. The paper relied on secondary data for its analysis. The findings of the paper showed that inadequate finance, undue interferences, non-participation and involvement of local residents in policy process and development programmes, corruption and other related factors were responsible for the failure of local government to serve as instrument of rural development. The paper concluded that genuine repositioning of local government would enhance its capacity to serve as reliable agent of rural development.</p> <p>Keywords: Development, Grassroots, Governance, Local Government, Rural Development</p>
<p>Omeire E.U ERCICSSH1925052</p>	<p>Between Battered Husbands and Feminist Banter: Interrogating Gender Stereotype and the Feminization of Domestic Violence</p> <p>Omeire E.U Directorate of General Studies, Federal University of Technology, Owerri, Nigeria</p> <p>Abstract</p> <p>Domestic violence is a social problem that has attracted considerable interest in recent times. Although empirical evidence suggest that about 30-40% of those experiencing domestic violence or intimate partner abuse are men, yet a significant proportion of feminist-inspired literature has continued to misrepresent and depict partner abuse as a social construct arising from a patriarchal enterprise where men are typecast as perpetrators of violence and women as ‘vulnerable’ victims. As a result of this sickening distortion the ‘abused man’ and the ‘homicidal women’ have come to be overlooked not only in policy framework, but also in academic research, advocacy, judicial perception of victims and interventions/ support service for victims. This paper therefore attempt to interrogate and deconstruct feminist ideology relating to domestic violence that depict men as abusers and women as victims. It also an attempt to explore the nature and scope of domestic violence against men and also highlight the problematic subject position of the ‘abused man’.</p>
 <p>Mohammed Sadik ERCICSSH1925053</p>	<p>Islam and Gandhi on Peace and Non-Violence</p> <p>Mohammed Sadik History, University of Calicut, Kerala, India</p> <p>Abstract</p> <p>One of the basic issues modern era is now to construct a non-violent peaceful society and achieve the goal of world communities that lives in peace and harmony. Although, some leaders and religious scholars are trying for embattled society. Islam and mahatma Gandhi’s approaches, in this regard, are remarkable. Gandhian concepts are used for peace struggles. Islamic laws are prohibiting from stirring policies. Both share same aims about common ethical concepts such as non-violent, compassion for all creation, freedom, justice, patience and tolerance. There are remarkable similarities between the ideas of Gandhi and teaching of Islam, particularly in the</p>

	<p>concepts of peace and non-violence are concerned. This article, thus, mention about the concepts of peace and non-violence (ahimsa) as propounded by them. It handles attributes of ahimsa and satyagraha such as “loving sinners and ever your enemy”, “having no intention to harm other”, “rest on god”, ‘consistency of word and action’, which are held forth by Gandhi teaching with “ehsan” (benevolence), “tavakol” (trust in god), “an-niyyat” (intent), an-nasiha” in Islamic thought. Islamic concepts are using in the modern world for islamophobia and terrorism. Especially, Islamic terrorists are using jihad for strikes in European countries. Thus, European people’s Islamic mind moving to terroristic. Some Muslim leaders from Muslim countries are using for terrorists works. Gandhian concepts are using for electoral function. Some political leaders are informed Gandhian concepts for tragedy.</p> <p>Keywords: Ahimasa, Non-Violence, Peace Satyagraha, Islam, Gandhi, Ehsan (Benevolence), Sincerity</p>
<p>Sandra Wairimu Mututi ERCICSSH1925055</p>	<p style="text-align: center;">An Analysis of the Nature of Friendship on Facebook as Perceived by Strathmore University Students In The Light of Aristotle’s Theory of Friendship</p> <p style="text-align: center;">Sandra Wairimu Mututi Teaching Fellow School of Humanities and Social Science Strathmore University</p> <p style="text-align: center;">Abstract</p> <p>Human beings are social beings by nature and seek friendship to fulfill this need for social interaction. Throughout the ages, the way human beings form friendships has evolved and currently the use of the internet has become very popular to develop and maintain friendship. Using the internet is common among college students particularly for communicating with friends on Social Networking Sites (SNS). Facebook, one of the popular SNS, is distinguished by referring to the relationship among the people it connects as ‘friendship’. The question arises as to whether these people are truly friends as they are called on Facebook, given the fact that often they never actually meet in real life. This case study on Strathmore University students investigated whether friendships that were developed and maintained on Facebook had the same characteristics as Aristotle’s model of friendship. The study employed a mixed research model where an online survey was used to identify the types of friendship the students had on Facebook and analyse them against Aristotle’s model of friendship. The second part of the study used focus group discussions to get an in-depth view on Facebook friendship. A major insight from the study is that while 69% of the students keep in touch with their friends on Facebook only 7% preferred Facebook interaction to face – to face interaction. This shows that Strathmore University students are aware that friendships on Facebook do not substitute face to face interaction. The discussion showed that they were aware that Facebook is useful for keeping in touch with friends for the purpose of utility and pleasure but friendships of goodness are found only through real life interactions. The study also showed that Facebook can be used as a means to develop and maintain friendship, with the knowledge that for a true friendship to grow, interaction beyond SNS is necessary. The study concluded that students are aware that the friendships they maintain on Facebook do not mirror true friendships but can develop into real friendships if taken beyond the SNS.</p> <p>Keywords: Friendship, Facebook</p>
<p>Victor H Mlambo ERCICSSH1925056</p>	<p style="text-align: center;">UN peacekeeping missions in Africa, a Conundrum or Opportunity: A Case of the Democratic Republic of Congo, South Sudan and the Central African Republic</p> <p style="text-align: center;">Victor H Mlambo Department of Publication, Faculty of Commerce and Administration, University of Zululand, Empangeni, South Africa</p> <p style="text-align: center;">Abstract</p> <p>United Nations peacekeeping missions the DRC, South Sudan and the Central African Republic have become a topic of focus among different scholars. Some have argued within the domains of International politics that there is a great need for UN Peacekeeping missions to be privatized as they have greatly failed to tackle conflict and contribute towards peacekeeping in many countries. Despite the ever-increasing and frequent UN intervention missions in these countries, the conflict has continued to increase and innocent civilians have continued to be caught in the crossfire, therefore, one may ask, why has the UN failed to ensure the reduction of violence in these three</p>

countries. By strictly examining relevant literature, the study uncovered that UN missions have been trapped in a cycle of never-ending conflict rather than reducing the violence and protecting civilians. The study concluded that rather than solving the conflicts, the UN has found itself in a conundrum rather opportunity. The study, therefore, recommended that closer cooperation between the UN and host nations and rapid deployment in times of crisis are key to ensuring better peacekeeping operations.

Keywords: Development, Rebels, Resources; Africa



Alao Oluwafemi Joseph
ERCICSSH1925058

Moral and Sociological Assessment of The Impact of Gender Inequality In Nigeria

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Abstract

Gender issues in both moral and sociological contexts have attracted the consistent attention of scholars all over the world and in every generation. As the secular realm struggles for gender inequality and opportunities which has translated to prominent rise of women profiles in few professions, although much is left to be desired. Women in contemporary society have proven to be more than sex objects, rather they are a force to be reckoned with in every sphere of life, politics, industry, science, education, religion and so on. Women are very significant when it comes to sociological growth, they have the vitality, zeal, fervor, passion, gifting's, energy and resources which impact positively the growth of the society. However, just as with every age group within the society, they are predisposed with their male counterpart, for one or more reasons. And the researcher wonders what hope remains if the society and the moral settings are not fair enough to give the women equal responsibility when it comes to some vital role in our society and Nigeria at large. The society has been largely affected by this persistent phenomenon. Thus, this research work is geared towards the assessment of the impact of gender inequality in Nigeria from social and moral perspectives. It also seeks to find out what can be done both to curb the immoral and illicit acts and ensure gender equality in Nigeria. It is assumed that if this subject matter of inequality among the genders is not studied properly and addressed appropriately on time, the future of the coming generations of women is at stake.

Mahmud Mohammed Momoh
ERCICSSH1925060

Nigeria's Democratic Journey in the Fourth Republic (1999-2019) – A Periscope of its Ups and Downs

Mahmud Mohammed Momoh

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Abstract

Nigerian democratic transition through elections in the Fourth Republic has been construed as being a chance game characterized by a dicey state of affair arising from series of odious miasmas. The six elections conducted so far were not shun of opposition rejection of results with the effect of traits of post-election litigations dotting the political space. They were not also spared instances of vote buying, ballot box snatching, arson, etc. The use of thugs in certain regions of the country in the Fourth Republic has made the political space to assume a murderous content owing to violence orchestrated by these gestaporic thugs who had the backings of strings of political godfathers, a situation reminiscent of the Second Republic (1979-1983) when elections were as well an exercise in violence. Outside of elections, assassinations of prominent politicians like Harry Marshal, Bola Ige, Funsho Williams is another dimension of the categories of violence. More also, mass assertions in the colours of ethnic egoism, and religious fanaticism has sprang up pots of secessionist tendencies as we have with the propagation of such rebel groups like the Boko Haram, Indigenous People of Biafra (IPOB), Niger Delta Militants, all of which threatens national co-existence. This study, shall thus, give an in-depth exploration of these developments pointing out attempts to alleviate them (i.e.; introduction of card-reading devices by the Independent National Electoral Commission (INEC) since 2015, the state use of repression in containing of agitations as in Odi in the Niger Delta and Zaki Biam in Benue state between 1999 to 2003, or the Amnesty Program for Niger Delta Militants by the Umar Musa Yar'Adua/ Goodluck Jonathan presidency between 2007-2011. The study also finds that, the relationship between the three arms of Nigeria's government has been porous particularly in the periods 1999-2007, and 2015 to 2019 with counter allegations on a

number of sundry issues boiling on budget padding, non-assent of bills and premature termination of tenures of principal officials of the judiciary and the legislature in what some believe to be the result of executive witch-hunting.



Surjith Karthikeyan
ERCICSSH1925063

India's Export Performance-The Role of Foreign Direct Investment (FDI)

Surjith Karthikeyan
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Abstract

India's exports have grown much faster than GDP over the past few decades. For example, its exports have grown over 12% per annum while growth in GDP is about 5.5% during 1980-2008 periods. The simple average growth of exports from 2000 to 2007 was a little less than 20 percent per annum (Trade Policy Document 2009-14 and its Supplement released in 2012). Several factors appear to have contributed to this phenomenon including Foreign Direct Investment (FDI) which has been rising consistently especially from the early 1990s.

India has opened up its market since the beginning of nineties (especially from July 1991) by lowering tariff and non-tariff barriers (NTBs), and liberalizing investment policy. However, India is comparatively less open than many developing economies. Hence, it is possible to argue that even with the policy liberalization, India may have failed to attract a significant amount of export oriented FDI and the export growth may have been brought about by factors other than FDI namely the real depreciation of Indian currency, improvements in price competitiveness and provision of export incentives etc.

Dr Shashinie M.
Thenabadu
ERCICSSH1925066

English as A Medium of Instruction - Conflicting Discourses: A Study In A Sri Lankan Multilingual Tertiary Context

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abstract

In this paper, part of an analysis done for a doctoral case study on perceptions around the inclusion of subject-specific content into English support classes in the Sri Lankan EMI higher education context will be critically considered. Data were drawn from a large-scale survey of 377 students, 5 focus group student interviews, and 32 semi-structured interviews - which included 15 interviews with students, 9 English language teachers and, 8 academic lecturers in one Sri Lankan university. The ROAD-MAPPING framework, which highlights six dimensions developed by Dafouz and Smit (2014) in the European university context, was used to analyse the interview data. This conceptual framework considers the dynamic nature of English Medium Education in Multilingual University Settings (EMEMUS), which makes it particularly suitable for the Sri Lankan tertiary level context, now marked by increased internationalisation with English-medium instruction a common practice. Of the six dimensions in the framework, the varied discourses around the Roles of English dimension were focused on, along with its perceptions and statuses among stakeholders. The roles were positioned according to stakeholders' attitudes, experiences and perceptions in relation to the multiplicity of English as a post-colonial, global language and a language of higher education in the Sri Lankan context, indicating conflicting attitudes of English being global as well as hegemonic due to its post-colonial history.

Keywords: EMI (English Medium Instruction); MOI (Medium of Instruction); Road-Mapping, Language Management, Internationalization, Glocalisation



Maudi Ariska

Analysis of Human Rights Issues, Gender Studies, Rehabilitation and Social Development Challenges

Pursuing A Cosmopolitan World: A Challenge in Asian and African Countries

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Helda Risman
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<p>ERCICSSH1925069</p>	<p style="text-align: center;">Abstract</p> <p>In the world challenge moving towards modernism era, nationalism becomes one questionable concept, especially by developed countries and western culture. Nationalism concept argued as one of the challenges to pursue a cosmopolitan world. Otherwise, while dealing with internal issues, both developing and under developed countries are viewing nationalism in different perspective, even cosmopolitanism. The problem is, western seems hardly to accept this fact or even to understand it. Western tends to criticize, and impose coercive regulations to co-opt developing and under developed countries. For instance, refugee issue, racial issues, gender, norms and values which existing in many countries in Asia and Africa. Yet, Asian and African society are capable of conforming, and co-existing within the western sarcasm towards them. By using the world classifications of Huntington's, occidentalism of Fannon's, and Derida's perspective of Post-Structuralism, this paper seeks to offer some hypothesis of contra-productive preferences of cosmopolitan world or post-modernism. This paper potray that discrepancy among values and norms of western discourse to pursue their goal of "new world order" according to western discourses.</p> <p>Keywords: Cosmopolitanism, Nationalism, Values, Norms, Post-Structuralism, Asia, Africa</p>
<p>Ijeoma Chidiebere Samuel ERCICSSH1925070</p>	<p style="text-align: center;">Language & Literature as Panacea For Cultural Realignment; The Case of French</p> <p style="text-align: center;">Ijeoma Chidiebere Samuel Department of French, Imo State University, P.M.B 2000, Owerri, Imo State, Nigeria</p> <p style="text-align: center;">Abstract</p> <p>The contributions of a language and its literature cannot be over-emphasized in any given society. Based on this fact, this paper tends to re-awaken the cultural values of our people (Africa) from oblivion and the Francophone Africans cannot be left out in this move. The roles of the Modern European languages like; English and French inherited by Africa should be better appreciated in this regard. That is also one of the interests of the research. The study affirms that the arrival of French language and its literature in the francophone African world imprinted a lot of cultural (literary and linguistic) values in the continent. This in no small way has given our francophone brothers a common cultural inclination and effected a total overhaul of their society. Obviously, the positivity that accompanied the arrival of French language and culture into Africa is accentuated in this study. The paper therefore concludes that the contact Africa had with European Cultural values has added more meaning to the existing African Culture (linguistic and literary) and catapulted the continent to a height that needs to be appreciated.</p>
 <p>Dawosing Jayagnesh ERCICSSH1925071</p>	<p style="text-align: center;">The Evolution of Jhoomar: A Sociological Analysis of Mauritian Bhojpuri Folk Songs</p> <p style="text-align: center;">Dawosing Jayagnesh Lecturer, Department of Bhojpuri, Folklore and Oral Traditions Mahatma Gandhi Institute, Moka</p> <p style="text-align: center;">Abstract</p> <p>In order to ensure a powerful place among both the local and international Bhojpuri singers, the singers keep changing the content of this type of Bhojpuri songs, called the jhoomar which literally means, dancing in a circular motion. However, in this process of evolution, the fear of losing the originals, for not preserving the traditional will always be there.</p> <p>This paper deals with the sociological analysis of jhoomar songs of the present generation who create new lyrics in the Mauritian Bhojpuri songs. On the name of entertainment, some singers, at times, distort and disrespect the traditional forms. The recent albums of certain artistes deal with modern and relevant issues.</p> <p>How can these singers of Bhojpuri jhoomar maintain the entertainment while preserving its traditional form as well? How do these songs relate to broader social distinctions, especially class, race and gender? Fieldwork with local Bhojpuri singers has helped in shedding light to this study. This paper argues that the content of these jhoomar songs are relevant in the society targeting fascinating issues for discussion.</p> <p>Keywords: Evolution, Jhoomar, Sociological Analysis, Mauritian Bhojpuri Folk Songs</p>
<p>Andrei Badilla ERCICSSH1925072</p>	<p style="text-align: center;">Mental Health Disparities of Asian American Adolescents</p> <p style="text-align: center;">Andrei Badilla</p>

Department of English, California State University, Fullerton, United States

Abstract

One of the unfortunate truths that plagues Asian American households is the stigma instilled within the youth that emotions need to be neglected in order to overcome any adversity, as if disregarding mental health is the way to strengthen it. Mental Health America provides a handful of mortifying statistics regarding this such as, “10.8 percent of Asian American high school students report having attempted suicide, versus 6.2 percent of whites” and “Suicide death rates are 30 percent higher for 15-24-year-old Asian American females than they are for white females (5.3 versus 4.0)” (Mental Health America). Nishi et. al conducted a study in which second generation Asian American immigrants were interviewed about mental health in which it was reported that Asian Americans feel that discussing mental-health concerns are considered taboo, which results in them denying or neglecting them (Nishi et. al). Goals of this study include the identification of potential risk factors to the development of mental health disparities, health literacies, and utilization of professional mental health services by the Asian American Adolescent population. This is a priority population as the current census of the Asian Population in the United States currently stands at over 20 million and 41% of that population are Asian Americans who were born naturally. This study also will obtain further insight on the struggles of the cohesion of the various Asian family cultures and practices that Asian American Adolescents are exposed to while being raised in the United States. Regardless of the source of poor mental-health within the Asian American community, it is important to dissect this stigma of ignorance and prioritize awareness of mental health services to assist the youth.

Keywords: Asian American, Asian American Adolescent, Mental Health Disparities, United States

Daniel Yang
ERCICSSH1925075

The Need for Healthier Food in America’s Public Schools

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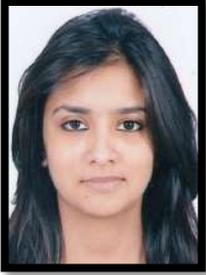
Akhbar Shah
Cal State University, Fullerton

Daniel Yang
Cal State University, Fullerton

Abstract

The quality of food in the American public school system is poor. Many of the items on the menu are high in sodium, fat, and sugar. In a study by USA Today, it was found that the quality of food served at some schools do not even meet the safety and nutritional standards of some fast food restaurants. With the childhood obesity rate in America being around 20% compared to European countries such as France and Russia being at around 7%, it is evident that there needs to be a change. The purpose of the food given to children is not only to nourish their bodies, but their minds as well. Unfortunately, both have been neglected. According to a study published in Nature Reviews Neuroscience, common diets with high levels of saturated fats such as French fries and pizza may impair learning and memory. Improving the quality of school foods would also lead to the reduction of childhood obesity and related diseases. This was shown through a study done by JAMA Pediatrics, which found that students residing in states with strict nutritional standards had lower obesity rates than states with lenient regulations. In addition to mental and physical improvements, a comprehensive analysis done by the Harvard School of Public Health found that students who had access to nutritious meals had lower rates of disciplinary problems. In our presentation, we will discuss the range of research findings on school food and argue that healthier children come from healthier food.

Keywords: School Nutrition, Obesity, Academic Performance



Aanchal Jha
ERCICSSH1925054

Analysing Business Women Biographies: The Dressmaker of Khair Khana and Indra Nooyi : A Biography

Aanchal Jha

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Abstract

Regardless of the considerable measure of basic work that has been done on gender, women and their professional life, we are still not able to completely eradicate the problem. Women have not been able to make their place in patriarchal workforce. In spite of the fact that we have made some amazing progress from the beginning of time by achieving the privilege to work and vote, there is as yet an undeniable sexism vulnerability that waits inside the work environment. After so many feminist theories, ideas, and books helping women to succeed, they are still suffering silently. Along with their professional life focusing on biography as a genre would help us look at their lives and to learn from their experiences. The dressmaker of khair khana tells this implausible story of an entrepreneur who kept her family alive during difficult time in Afghanistan, by being the sole earner for her family and after all this time being a woman. Analysing Indra Nooyi, an Indian-American business woman, juggled her roles of being a housewife, business woman and mother. She shares her experiences of being an immigrant from another country, a person of colour and a woman. Both women make us realise yet again that the glass ceiling exists and it is both fragile and transparent so one could easily breakthrough it and make one's own way through the patriarchal work force. In this research paper there is humble attempt to analyse biographies written by two women belonging to different origin and culture. The researcher will analyse their lifestyle and career along with analysing biography as a genre. Through this study the researcher will try to find a new perspective to know more about their culture, era, background and difficulties that women face in today's time along with some different set of ideas.

Keywords: Biography, Business Woman, Women From Different Culture, Woman And Workplace Problems, Surviving In Patriarchal Work Force

Jose Palmeira
ERCICSSH1925061

Conflict of Boundaries In The Timor Sea: Small State and International Law

Jose Palmeira

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Abstract

The Timor Sea is one of the main corridors of international maritime trade between the oceans Indic and Pacific but also is a territory disputed by the wealth of resources in oil and natural gas located offshore. Australia and Indonesia are the two main powers in the region, but a small State, East Timor, wedged between the two giants, claims its right to maritime borders based in International Law that initially were not recognized by the neighbours. The aim of this paper is to analyse the conflict of the Timor Sea in the light of the geopolitical interests of East Timor, considering not only the bilateral relations with its neighbours, but also the multilateral level, including cooperation with ASEAN and the Pacific Islands Forum, as well as their integration in the Community of Portuguese Language Countries which has served the geostrategic interests of East Timor, given the overall size of this organization, whose Member States are distributed on four continents – Asia (East Timor), America (Brazil), Africa (Angola, Mozambique, Cape Verde, Sao Tome and Principe, Guinea-Bissau and Equatorial Guinea) and Europe (Portugal) – and three oceans – Pacific (East Timor), Indian Ocean (Mozambique) and Atlantic (all other) – having in common vast exclusive economic zones and important routes of world trade in goods. At the same time it is intended to assess as a small country (East Timor), whose independence goes back to this century (2002), was well succeed in their fight for the application United Nations Convention on the Law of the Sea.



Erkan Yuksel
ERCICSSH1925064

The Evaluation of Journalism Education In Turkey: From Print Journalism to Multimedia Journalism

Erkan Yuksel

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Abstract

There are more or fewer concerns about the present and future of journalism in the world. It is among the debates that printed newspapers will disappear in a few decades, electronic newspapers will become widespread and journalism will have a new structure. In this case, the interest in the journalism departments at the universities gradually decreases. The training is given in the journalism departments also needs to be reorganized in this context. In this paper, I would like to share with you our experience and knowledge on how the renewed curriculum of the Department of Journalism of the Faculty of Communication Sciences of Anadolu University has been developed from past to present. Anadolu University, founded in 1958, with ap. 1.2 million students today, enrolled in the number of students with the distance education system. The department was originally designed to meet the needs of open education and to train experts in printing in 1982. Initially, 30 students are admitted to the department with a special talent exam, and since the 2000s, 70 students have been admitted to the department with a nationwide university entrance exam each year. Within the framework of the curriculum renewed in 2012, the contents of undergraduate and graduate “successful” syllabuses that provide journalism education abroad were examined in detail. A second team evaluated the different surveys applied to the students from the previous years. Another team gathered the views of graduates, faculty members and faculty members from different departments. In the new program, the aim of the department has been defined as “multimedia broadcasting which is thought to meet the requirements of the era. The findings of the recent surveys on students draw attention to the differences in the country's current structure and student expectations for the future.



Suleyman Karacor
ERCICSSH1925067

Digital Advertising Targeting In The Context of Media Planning

Suleyman Karacor

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Abstract

The development on digital communication has changed the way that human beings view communication and their fields of activity and digitize the individual. In Turkey, advertising investment in 2018 constitutes 28,9% of the digital media. In the period called as the participation age, 72% of the population access the internet in Turkey and a new profile of consumer spending 7 hours 15 minutes per day on the internet is available. Putting an end to consumer concept, as Toffler described, this new profile has turned into “prosumer” (Producer + Consumer). In this age, both the media habits and consumption behaviors of prosumers evolve rapidly. Marketing professionals have to think digitally for their pre-determined new target groups in their activities for their organizations and have to realize digital targeting. The aim of this study is to create a source of academic content for the target audience realizing digital advertising management in digital marketing studies. In this study, qualitative research techniques, literature review and case studies were conducted. In this study, narrow and wide targeting applications, digital advertising channels, online behavioral advertising, digital advertising types, target audience in media planning and digital audience targeting (location, age, gender, language, links, etc.) were examined with the help of examples in detail in the context of Google Digital advertising targeting on Facebook, Instagram and Youtube channels. The findings of the study were evaluated in the axis of changing media preferences of consumers, consumer behavior and advertising investments of institutions.
Keyword: Digital Marketing, Media Planning, Audience, Digital Advertising Targeting

Prof. Dr. Halil Ibrahim
Gurcan
ERCICSSH1925068

Virtual Reality In News: A Content Analysis In VR News

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	<p style="text-align: center;">Abstract</p> <p>Technological innovations have changed journalistic storytelling and procedures during the past decades. Digital, mobile, interactive and participatory, multimedia, gamified, more visual, big data-based or algorithm-supported and social media-optimized formats have evolved. The new formats changed working routines and working processes at the newsroom, the relationship between journalists and users and journalists' professional identity.</p> <p>Virtual reality (VR) has been widely used to deliver news stories in immersive journalism (IJ), it is not clear how people are actually experiencing these stories and their contexts. Focusing on the immersion feature of VR stories, the user experience to determine what it is like to experience news stories in VR and how immersion improves viewing experiences in IJ.</p> <p>Virtual reality (VR) may provide journalistic storytelling with a great potential, but many news organizations still lack the knowledge of how to best implement the new VR technology in their practices. The New York Times was the first major media brand pushing the technology in 2015 firstly. After then UsaToday, Guardian, CNN and some other media started broadcasting some news in VR/3600.</p> <p>“Virtual reality” refers to a bundle of computer technologies that use software to generate realistic images and sounds in order to replicate real environments. Also, terms like “immersive journalism”, “journalism 360”, “augmented reality” and “mixed reality” have been used in this context.</p> <p>In this study, the use of VR, a new news broadcasting technology in journalism, is emphasized. In September 2019, a content analysis of VR news was published on The New York Times, UsaToday, CNN and The Guardian.</p> <p>Keyword: Virtual Reality, VR News, New Journalism, Content Analysis In VR News</p>
 <p>Kamal Tasiu Abdullahi YRSICSSH1925051</p>	<p style="text-align: center;">The Roles Played By Small and Medium Scale Industries on The Development of The Economy of Kano State (A Case Study of Tailoring Services In Fagge Local Government Area)</p> <p style="text-align: center;">Kamal Tasiu Abdullahi Postgraduate Studies, International Economics, Marmara University, Istanbul, Turkey</p> <p style="text-align: center;">Abstract</p> <p>The study was essentially designed to study the roles played by Small and medium scale industries on the development of the economy of Kano state (A case study of tailoring services in Fagge local government area. The study explored information through a series of deep researches and survey. To carry out this research, primary data was used and a survey was conducted by the use of the questionnaire to obtain an accurate result in the area of study. The analytical tool employed is the use of a percentage. 50 questionnaires were distributed. On the analysis of data gathered it has shown that more than 50 percent of those that were questioned are of the opinion that SMEs especially tailoring services have a positive effect on the development of the economy Kano State. In line with the above, this research study is of the view that the Kano State government should support SMEs in several ways on which is to assist them through the means of grants or loans to overcome funding problems and to also supply electricity to enable them to run their businesses smoothly.</p> <p>Keywords: Smes, Economic Development, Employment Generation, Kano State</p>
<p>Zahoor Ahmad ERCICSSH1925077</p>	<p style="text-align: center;">Party Politics in Pakistan</p> <p style="text-align: center;">Zahoor Ahmad PhD Scholar, Bzu Multan, Pakistan</p> <p style="text-align: center;">Abstract</p> <p>Over 70 years have passed since political parties of Pakistan still have not taken hold and the institution of politics in its society is still endeavoring to develop. Pakistan's democratic culture could not flourish because the army once having tasted power has never really let go. Whenever it has had an excuse to move in, it has not hesitated to do so. Some of the blame lies with politicians who have frequently cooperated with illegitimate forces to protect interests.</p> <p>The party politics is related to material and cultural advancement of society in which citizens are free to form groups and associations and to articulate their demands and problems. The low level of</p>

	<p>such advancement and the lack of freedom in Pakistani society, particularly during the first decade (1947-1958), constrained the development of political parties. The weakness of political parties in Pakistan is evident from their massive proliferation and high rate of mortality, their fragmentation into small and ineffective factions, their regionalization and ethnicization which appeal only to a limited number of citizens. This also reflects their indifference to formulate coherent programs and policies for winning the support of the broad strata of society. With weak institutional roots in society, parties are amorphous groups tied together by their leaders; some charismatic, others not, some becoming party leaders because of their wealth and the others due to inheritance.</p>
<p>Ass. Prof. Rıdvan Kozak ERCICSSH1925078</p>	<p style="text-align: center;">Internet Domain Name Speculation: A Research on The Concepts of Tourism</p> <p style="text-align: center;">Ass. Prof. Rıdvan Kozak Anadolu University, Tourism Faculty / Turkey</p> <p style="text-align: center;">Abstract</p> <p>Marketing activities are more complex for tourism enterprises that produce abstract services than industrial enterprises that produce physical products. The tourist wants to be informed in detail and accurately before the purchase. By providing a comprehensive content, tourist needs to reduce the difference between consumer expectations and experience and eliminate bad surprises. It is clear that the Internet significantly shortens decision and business processes. On the other hand, for internet users, short, content-compatible, good-looking and catchy internet names are good addresses. Such addresses are important for reputation and give the user confidence. Domains are digital real estate and are the trademarks of their owners on the Internet. In this study, we searched the domain address corresponding to the words and concepts of travel and holiday with com extension in different languages spoken on the world. The study aims to reveal the size of speculation in domains by drawing attention to domain ownership.</p>
<p>Jaclyn Davis ERCICSSH1925079</p>	<p style="text-align: center;">Human Rights For All</p> <p style="text-align: center;">Jaclyn Davis California State University, Fullerton</p> <p style="text-align: center;">Rosa Victor California State University, Fullerton</p> <p style="text-align: center;">Earle Caballes California State University, Fullerton</p> <p style="text-align: center;">Abstract</p> <p>Immigrants should be eligible to the same human rights as citizens in the United States. The pursuit of life, liberty, and personal security are the human rights guaranteed to every individual. This includes freedom from discrimination, but why is it that in a country created by the migration of Europeans, immigrants are now being deprived of their basic human rights? There's a growing xenophobia in the United States, diminishing the rights to equality and inclusion for all, which is a basis the nation is supposed to stand for. Immigrants are used as scapegoats for unemployment, meaning people from this country try to blame them for the reason that they do not have a job. When in reality, immigrants take jobs that employees find hard to fill because residents do not want them. Of the thousands of refugees, many prosper in their workplace, education, and contribute to the economy. Immigrants are most likely to work low wages for hard labor, yet receive less than someone born here which goes against the equal rights humans in this nation are supposed to have. But, since it benefits the economy and consumers because the goods and services are low priced, it is somehow deemed acceptable. They are a net economic gain for the population in times of economic boom as well as in periods of recession. Yet despite the sacrifices they're willing to endure, they are still not given any permanent status or the totality of their basic human rights.</p> <p>Keywords: Human rights, Immigrants, Xenophobia, Citizenship, Equal rights, Scapegoats, Xenophobia</p>
<p>Layada Radia ERCICSSH1925080</p>	<p style="text-align: center;">Examining the Divergence between the Faith-Based US Foreign Policies of G. W. Bush and Barack Obama in Executing Middle Eastern Affairs</p>

	<p style="text-align: center;">Layada Radia Teacher at University of 8 May 1945 Guelma, Algeria</p> <p style="text-align: center;">Abstract</p> <p>The eager towards maintaining all initiatives linked to globalization and international power has permitted nations to interrupt the use of religion in framing its foreign policy agenda. Such use, though some countries consider as a part of nation's defense strategy, has characterized the new millennium by a massive disorder threatening the international political stability. This geopolitical situation forces researchers to go further in questioning the intercourse between the faith-based foreign policy constructing process and the soft, hard, and smart powers used by nations. The present paper highlights the presence of religion in skeletoning the US foreign policy under George W. Bush and Barack Obama presidencies and its effect on the US- Middle Eastern political relationships. Based on different foreign policies the two presidents has adopted, the paper deepens the analysis to compare between the faith-based foreign policies of Bush from those of Obama clarifying how the latter identifies the United States' manipulation of soft, hard, and smart powers in managing crucial international affairs with the Middle Eastern countries. Keywords: religion, the United States, Middle Eastern countries, soft power, hard power, smart power.</p>
<p>Jacquelyn Bender ERCICSSH1925081</p>	<p style="text-align: center;">Asian American Representation in Media: Slowly Improving, A Long Way To Go</p> <p style="text-align: center;">Jacquelyn Bender Department of English, California State University Fullerton, Fullerton, United States of American</p> <p style="text-align: center;">Abstract</p> <p>In recent years, we have seen progress in the Asian American representation in media such as in television, music, and movies. Previously, there were mostly only caucasian individuals featured in television and media platforms. In the recent years, films such as Crazy Rich Asians have been praised for having a cast that is majority Asian. It had been twenty-five years since The Joy Luck Club, one of the only other movies with an all Asian cast, had released. The movie was extremely successful and symbolized a pivot in media representation, bringing attention to the need for representation of Asian Americans in popular media. Asians were not just minor characters in this film, they were major characters. This has been a catalyst for other movies such as The Farewell. Previously, Asian Americans were always portrayed with heavy stereotypes attached to their characters. Even though they were seen as competitive, goal-oriented and hard-working they were seen as particularly, lacking in creativity, charm, sex appeal and humor. Asian Americans are not necessarily given equal opportunities, or are free from racial and cultural bias within the American mass media industry. Asian Americans are given major roles in movies, but they sometimes use stereotypical aspects to summarize how Asian people and other social aspects are which cannot be understood and appreciated to their fullest extent. Due to these negative stereotypes they have caused past and current problematic conditions in the mass media. Keywords: Asian America, Representation, Media, Music Industry</p>
 <p>Maudi Ariska ERCICSSH1925069</p>	<p style="text-align: center;">Analysis of Human Rights Issues, Gender Studies, Rehabilitation and Social Development Challenges Pursuing A Cosmopolitan World: A Challenge in Asian and African Countries</p> <p style="text-align: center;">Maudi Ariska Defense Diplomacy Studies, Indonesia Defense University</p> <p style="text-align: center;">Helda Risman Defense Diplomacy Studies, Indonesia Defense University</p> <p style="text-align: center;">Abstract</p> <p>In the world challenge moving towards modernism era, nationalism becomes one questionable concept, especially by developed countries and western culture. Nationalism concept argued as one of the challenges to pursue a cosmopolitan world. Otherwise, while dealing with internal issues, both developing and under developed countries are viewing nationalism in different perspective, even cosmopolitanism. The problem is, western seems hardly to accept this fact or even to understand it. Western tends to criticize, and impose coercive regulations to co-opt developing and under</p>

	<p>developed countries. For instance, refugee issue, racial issues, gender, norms and values which existing in many countries in Asia and Africa. Yet, Asian and African society are capable of conforming, and co-existing within the western sarcasm towards them. By using the world classifications of Huntington's, occidentalism of Fannon's, and Derida's perspective of Post-Structuralism, this paper seeks to offer some hypothesis of contra-productive preferences of cosmopolitan world or post-modernism. This paper potray that discrepancy among values and norms of western discourse to pursue their goal of "new world order" according to western discourses.</p> <p>Keywords: Cosmopolitanism, Nationalism, Values, Norms, Post-Structuralism, Asia, Africa</p>
<p>Svetlana Maximova ERCICSSH1925074</p>	<p>Attitudes on Transit Migration among Aboriginal and Diaspora Ethnic Groups in Russian Borderlands</p> <p>Svetlana Maximova Department of Psychology of Communications and Psychotechnologies, Faculty of Sociology, Altai State University, Barnaul, Russia</p> <p>Oksana Noyanzina Altai State University, Barnaul, Russia</p> <p>Maksim Maksimov Altai State University, Barnaul, Russia</p> <p>Daria Omelchenko Altai State University, Barnaul, Russia</p> <p>Olga Surtaeva Altai State University, Barnaul, Russia</p> <p>Anastasiya Gorbuniova Altai State University, Barnaul, Russia</p> <p>Abstract</p> <p>Research Objectives: Transit migration combines phenomenon of transit and migration, it is extremely dynamic and usually associated with illegal and return migration, refugees. The objective of the research was the identification of mobile population who are at the next or final stage of transit migrations among citizens of Russian borderland territories, first. Secondly, authors tried to identify factors, stimulating the next movements because of different life conditions, specifics of environment, new stimulus and threats.</p> <p>Methodology: Base of the research was data of sociological survey conducted in seven Russian borderland territories with different social-economic status and ethnic structure (n = 2400) among aboriginal and diaspora population at the age of 15 – 75. During analysis, we formed two subsampling of citizens (aboriginal and diaspora), who moved no later than five years ago, were not born in the region of residence, and came from other Russian regions or other countries, but who are permanent Russian citizens at the same time.</p> <p>Findings and research outcomes: In the basis of decision to move further at the next stage of transit are not only economic factors of personal and regional development: low economic opportunities do not evidently related to the migration attitudes, so as high economy do not prevent transit. Peculiarities of ethnic composition of host region, social moods about migrants, level of Russian civic identity and integration into social network of regional society are the dominant reasons to migrate outside the borderlands. Aboriginal population pay attention to the social-economic status of the host region and self-estimation of personal and social security, but for diaspora population the relations with governmental institutes, ethnic structure of the host region are the most important reasons for the next migration.</p> <p>Future scope: The obtained data let to enlarge the understanding of phenomenon of transit migration.</p> <p>Keywords: Transit, Migration, Borderland</p>
<p>Ryan Viquez</p>	<p>Concerns with California Public Education System</p>

<p>ERCICSSH1925082</p>	<p style="text-align: center;">Ryan Viquez Department of Criminal Justice, California State University, Fullerton, USA</p> <p style="text-align: center;">Abstract</p> <p>Popular concerns with California’s public education system relate to its funding system and standardized testing. According to the Public Policy Institution of California, California continues to spend less than the national average per pupil. This problem extends to teachers who are not offered competitive salaries. Naturally, this has prompted teachers to go on strike, or search for other opportunities that provide professional development and higher wages. Another important factor to consider is teacher working conditions. Teachers depart from their positions when they do not have enough control over their classrooms or when they experience a lack of leadership within the school. Local educators should be given the opportunity to be innovative in their methods of teaching to create an effective learning environment for their classes. Additionally, California does not allocate its resources on students who need them the most. The state’s resources target concentrated areas of money and human capital. In the higher education public institutions, many students are not getting the quality of education they need to be successful in college. In recent years, 75% of California Community College admits needed writing remediation. This points to the failure of the California Standards Test (CST) that had been used. When school districts spend money wisely, there are many positive outcomes such as higher test scores and graduation rates. Additionally, proper funding would provide incentives to attract highly qualified teachers to schools and districts with the most need, ultimately improving curriculum, and aiding in the creation of additional programs to help students achieve more.</p> <p>Keywords: Education Policy, Educational Change, State Finance, Educational Quality</p>
<p>Samuel Nilsson ERCICSSH1925083</p>	<p style="text-align: center;">Reloading Research: Analyzing Gun Violence Databases</p> <p style="text-align: center;">Samuel Nilsson Undergraduate, California State University, California, United States of America</p> <p style="text-align: center;">Abstract</p> <p>Amidst the 2020 Presidential Race, various Democratic Party candidates have shifted the focus of their campaigns on reducing gun violence in the United States. These candidates have cited numerous gun violence databases in order to persuade potential voters to agree with their stance on proposed solutions for mass shootings. There are few gun violence data bases that specifically focus on mass shooting incidents. This research would analyze these various databases and seeks to critique the research methodologies which are used to gather and organize data in the reporting of gun violence in the United States. The criticisms for this proposal would focus on the various ways in which certain key terms such as “mass shootings”, “legally obtained”, and “assault weapon” are defined. Our research would further hope to look at certain spurious variables that could potentially alter the interpretation and generalizability of the data. Lastly, our research would also seek to take such critiques of the research methodologies and apply them to the ways in which they can affect policy implications, political opinions, and election outcome. This research would not attempt to take any stance on gun policy, nor would it attempt to endorse certain political ideologies. Instead, this research would point out flaws with regards to poor research methodology and analyze the real-world implications of such shortcomings. Further, it would also seek to remain objective in its analysis of data and methodologies and look at different databases from different political leanings.</p> <p>Keywords: Mass Shooting, Database, Analyze, Critique, Research, Methodologies</p>

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