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Export Performances of Selected Electronics Products:

The Case of China and ASEAN-5

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Abstract

Since embarking on its economic reform and open door policy in the late 1970s, China has emerged as the world's new economic powerhouse. Its accession into the World Trade Organization (WTO) in 2001 further accelerated the growth. China's vast potential market and cost competitiveness have combined to attract substantial foreign investment especially in electronics production. China's dominance in electronics production as reflected in its export performance may jeopardize the position of ASEAN-5 countries, which have previously been the established locations for electronics production. This paper sets to assess the impact of China's impressive economic growth and ascendancy on its ASEAN-5 neighbors by examining the trends in their export performances of office machines, data processing machines, and telecommunication equipments. The findings suggest that by 2004, China's exports have surpassed the combined exports of ASEAN-5 countries in all three product groups

Keywords: China, ASEAN-5, Export performance, Electronics

1. Introduction and Objective of the Paper

Since embarking on its economic reform and open door policy in 1978-79, China has experienced rapid and sustained economic growth. Its accession into the World Trade Organization (WTO) in 2001 further accelerated the growth and China's progress has begun to make a significant impact on economic prospects of East Asia and beyond. According to Woodall, P. (2004), China has become a locomotive for the rest of East Asia, accounting for half of the total export growth of the other East Asian economies in 2003.

While China's vast and expanding market offers exciting opportunities, its immense productive capacity poses potential threat to its Asian neighbors. For ASEAN-5 countries of Indonesia, Malaysia, the Philippines, Singapore, and Thailand, China's huge and cheap labor force and its cost competitiveness could eat into ASEAN's market shares in their traditional export markets such as the U.S., EU and Japan as well as threaten ASEAN industries in their domestic markets. China's cost competitiveness in production and its rapidly growing domestic market could also divert Foreign Direct Investment (FDI) from ASEAN to China. However, its vibrant economy and market of 1.3 billion consumers could turn China into a new regional growth engine that would benefit its ASEAN counterparts.

This paper examines export performances of selected electronic product groups from China and ASEAN-5 into the United States market. The first part of the paper introduces the patterns of economic growth of China and ASEAN-5 countries. This is followed by a brief description of the emergence of China as a new force in the global electronics industry and ends with a comparative analysis of the export trends and market shares of selected electronic products.

2. China's Economic Growth

Table 1 shows the trends in Gross Domestic Product (GDP) growth for China and ASEAN-5.   The figures indicate that since the 1990, all countries of ASEAN-5 have been lagging behind China in terms of economic growth. Two major drivers of China's growth have been identified: exports and investments in fixed capital China's exports had been growing at more than twice the world average for over a decade prior to 2002 and in 2002 its exports accounted for 4% of world trade.

It is noted that China has now become the location of choice for foreign firms especially among electronics manufacturers. The importance of China as the favored destination *vis-à-vis* its Asian neighbors is reflected in Table 2, which shows a consistent and fast growing inward investments into China (UNCTAD Trade and Development Report, 2004).

3. The Electronics Industry in Asia

The modular nature of most electronic products allows electronics production to become easily fragmented and spatially dispersed. Hence, electronics production is generally organized through geographically distributed global production networks. These networks opened up opportunities for countries that lack sizeable market, technological sophistication, or marketing capabilities to participate in the global production chains, albeit to perform low-skilled activities (Lall et al. 2004; Salleh 2000).

During its infancy in 1960s, Asian electronics production was dominated by Japanese firms that used Hong Kong, Taiwan, and South Korea as low-cost platforms to penetrate export world market, particularly the United States. The 1970s saw an influx of large vertically-integrated U.S. electronic firms setting up operations in these countries and several countries of Southeast Asia. By mid-1980s, these early initiatives have spawned off domestic producers and suppliers within the East Asian countries, notably in Taiwan and South Korea, and the ASEAN-5 (Salleh, 1997). Early 1990s saw China entering the scene as another center for electronics production in Asia.   By 2005, Asia Pacific region has accounted for 38% of global electronics output (Reed Electronics Research, 2006).

4. Methodology: Classification of Electronic Products and Analysis of Export Trends

Comparing the various findings of different studies relating to electronic products is fraught with problems because of the different ways those products are classified. This is caused by at least two reasons namely, the different needs for data compilation and the convergence of technologies and industries.   Nevertheless, the general approach has been to use the SITC classifications (Ng and Yeat, 2004; Lall et.al., 2004).

This study uses US import figures for several groups of products as the basis for analysis. As U.S. remains the largest market for electronic products, the choice is appropriate. The trade statistics for exports by China and ASEAN-5 countries into the U.S. are derived from data compiled by the U.S. Department of Commerce, the U.S. Treasury, and the U.S. International Trade Commission, which are made available under USITC of US General Imports (USITIC 2005). However, the product groups used in the analysis are limited to three - those classified under SITC 751 (Office Machines), SITC 752 (ADP Machines), and SITC 764 (Telecommunication Equipments). Limiting our analysis to these three classes of products, while obviously restrictive, is still meaningful given the importance of these products to the nations concerned and thus illustrative of their export competitiveness.

5. Results

The following describes the export trends of China and the ASEAN-5 individual countries for the period 1989 to 2004. The analysis covers export values, export growth, export shares, and export shares of ASEAN-5 relative to China.

5.1 Office Machines (SITC 751)

Office machines include typewriters, check writing machines, calculators, cash registers, and other types of office machines. Table 3 shows exports of SITC 751 into the US market, in terms of value and growth rates.

World imports of SITC 751 grew steadily at 15.4 % between 1992 and 1995, dipped sharply during the period of 1998 and 2001, and grew again at a tremendous rate of 24% between 2001 and 2004. The world export value shows that there has been a sharp fall from US$ 4.5 billion in 1998 to US$ 2.2 billion in 2001. During this period, growth rates were negative for all countries of interest.

The global liberalization of the telecommunications industry and the explosion of the Internet could be the cause of the decline in demand for typewriters and calculators due to the influence of the multi purpose usage of computers. However, world exports of office machines grew again at 24% between 2001 and 2004.   Comparatively, the export share of ASEAN-5 in 1989 was 3.6 times that of China, but from 1995 onwards they began to lose ground to China that in 2004 the ratio has diminished to only 0.15 times of China's exports (Table 4). China's cost competitiveness may have contributed to its rising exports and large share of world exports of office machines into the US. Among ASEAN-5, Thailand has fared the worst in recent years (negative 41.5% growth between 2001 and 2004), and its share stood at

0.68% in 2004.   Singapore also fared very badly, with a share of only 0.05 that of China compared to 2.76 times in 1989.

5.2 ADP Machines (SITC 752)

ADP machines include analogue and hybrid data processing machines, complete computers, micro-processors, storage units (e.g. hard disk drives), peripherals including control and adapting units, and off-line processing equipments.

Unlike, office machines which have been declining, US imports of SITC 752 have increased from about US$ 14 billion in 1989 to $60 billion in 2004. This steady increase may have been due to increased competition among US computer hardware vendors, which led to the lowering of prices of computers and peripherals, and fueling demand for imports. Growth in Internet use, electronic commerce, and corporate investment in computer infrastructure to implement Internet or Internet-like technologies (intranets, extranets) may have certainly played a part too.

Again, as evidenced from Table 5, China has made an enormous gain over its ASEAN-5 counterparts, especially after 2001 when it overtook Singapore, which had previously been the leading exporter among ASEAN-5.   As indicated in Table 6, in 1989, the export share of ASEAN-5 was 22.46% (compared to a meager 0.1% share of China), and its export value was 254 times bigger than China. This ends around 2001 when China's share rose to 12.5% - higher than any other ASEAN-5 nations. By 2004, its share of imports into the US stood at 41%, which is higher than the combined share of ASEAN-5 at 27.5%. Among ASEAN-5, Singapore, which had a share of about 19% in 1989, is the biggest loser, with only 7.5% of the share in 2004. Malaysia seemed to have been able to maintain a steady increase in its share from only 0.66% in 1989 to 14% in 2004.

5.3 Telecommunication Equipments (SITC 764)

Products grouped under SITC 764 include telecommunication equipments and parts of apparatus for TVs, radio, gramophones and telecommunication equipments. According to USITC (2000), US imports consisted mostly of low-end commodity-type products such as telephone sets, cellular telephones, and parts. The USITC also reports that in 1999, US imports of cellular telephones replaced cordless telephone sets as the leading import within the product group.

Table 7 shows the pattern of world exports of SITC 764 into the US.   Import of SITC 764 grows slowly prior to 1998 to be followed by a sharp increase in 2001 and 2004.   It grows from US$ 11.5 billion in 1989 to US$ 50.6 billion in 2004. Although China has registered an impressive growth, except for the Philippines, ASEAN-5 countries have done equally well, especially Thailand, which had 50% growth in export between 2001 and 2004.

Similar to the case of SITC 751 and SITC 752, China has, again, fared better than all ASEAN-5 countries. The figures in Table 8 indicate that by 1995, China's share of exports into the US has surpassed that of every individual ASEAN-5 nation. Among these ASEAN countries, Malaysia seemed to have been the best performer, followed by Thailand.   Still, in 2004, Malaysia's export of USD 4 billion was only one-third of China's share of world exports of SITC 764 into the U.S.

The continued expansion and upgrade of the digital wireless infrastructure and increased use of cellular telephones have apparently boosted sales of telecommunication equipments in the US market. Similarly, the need for greater data carrying capacity associated with greater Internet usage and new services might have prompted telecommunications carriers, the primary customers for this product group, to increase spending on new equipment.

6. Conclusion

The above analysis of import trends into the U.S. for the period between 1989 and 2004 suggests that the emergence of China has certainly affected the performance of ASEAN-5 countries in the exports of electronics products. The analysis indicates that by 2004, China has surpassed not only individual countries, but the whole ASEAN-5 combined, for all three product groups.   Although the analysis is limited to only three product groups, and include only imports figures for the U.S. market, nonetheless the analysis points to a very clear trends of the rising dominance of China in electronics production and exports at the world level.

The findings tend to support Ozawa's (1993) model of comparative advantage recycling in labor-intensive goods. The model explains how Asian economies have successfully initiated a succession of export-driven growth by developing and exporting labor-intensive goods mostly to the relatively open markets of the U.S.   In this model, China becomes the latest Asian country to follow the earlier trodden steps of Japan, NIEs (Hong Kong, Taiwan, South Korea, and Singapore), and ASEAN-4 (Malaysia, Thailand, Indonesia, and the Philippines).

As argued by Kwan (2003), China has become the new "factory of the world", i.e. China's spectacular export growth is dependent on low wages and exploitation of scale economies.   Evidently, China's wage level was only a small fraction of those in the U.S. and Japan, and it was considerably lower than those of ASEAN countries (Chia, 2004). Not surprisingly, among ASEAN-5, Singapore is the only country that has experienced a continuous decline in export shares for the entire electronic product group from 1989 to 2004.   This is consistent with the fact that Singapore has an

increasing labor cost plus the fact that there's been a shift of emphasis in its Government's trade specialization policy (Chua, 2001).

While other ASEAN nations have not suffered as badly as Singapore, the overall trends, and especially the figures for 2004, suggest that these other ASEAN countries may soon suffer the same fate as Singapore. Based on comparative wage level as appeared in UNCTAD Trade and Investment Report (2002), Singapore's wage level (23 times that of China) is relatively very high, but even Malaysia (5.2 times), the Philippines (4.1 times), and Indonesia (2.2 times) have a disadvantage in terms of labor cost. Although this paper does not seek to provide competing explanations for the decline of ASEAN countries *vis-à-vis* China in electronics export performance, the pattern seems to support the comparative costs argument.

This study looks at the export trends of China and ASEAN-5 into the United States markets for the period between 1989 and 2004.   While limiting the study to the U.S. imports has its advantages, it would certainly be interesting to examine the patterns at the global level. Future studies should also explore the trends after 2004, and extend them to include other electronics product groups.

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Table 1. GDP Growth (%) by Countries

	1990-2000	2001	2002	2003	2004
China	10.3	7.5	8.0	9.1	8.5
Indonesia	4.2	3.4	3.7	4.1	4.5
Malaysia	7.0	0.3	4.1	5.2	7.0
Philippines	3.3	3.4	4.4	4.5	5.0
Singapore	7.7	(-2.4)	2.3	1.1	7.5
Thailand	4.2	1.8	5.4	6.7	6.5

Source: UNCTAD Trade and Development Report (2004).

Table 2. Inward FDI (USD billions)

	1994 -1999	2000	2001	2002	2003	2004	2005
China	40.7	40.7	46.9	52.7	53.5	60.6	72.4
Southeast Asia	27.4	23.5	19.6	15.8	19.9	25.7	37.1
World	548.1	1,409.6	832.2	617.7	557.9	710.8	916.3

Source: Adapted from UNCTAD World Investment Report (2006).

Table 3. US imports of SITC 751 (1989-2004)

Export Value (US$ '000)						
	1989	**1992**	**1995**	**1998**	**2001**	**2004**
World[1]	2 913 606	2 930 652	4 500 995	4 498 388	2 249 330	4 290 154
China	49 905	168 287	567 771	1 083 074	751 003	1 893 872
ASEAN-5	181 363	322 063	503 481	429 278	320 383	278 184
Indonesia	na	140	35 335	44 718	14 162	35 706
Malaysia	19 840	73 454	123 059	104 839	94 680	119 554
Philippines	na	11 888	3 610	6 716	2 964	8 056
Singapore	137 929	118 105	1 04 733	91 112	63 451	85 763
Thailand	23 594	118 476	236 744	181 893	145 126	29 105
Growth Rate		**1989-92**	**1992-95**	**1995-98**	**1998-01**	**2001-04**
World[1]		0.2%	15.4%	0.0%	-20.6%	24.0%
China		50.0%	50.0%	24.0%	-11.5%	36.1%
ASEAN-5		21.1%	16.1%	-5.2%	-9.3%	-4.6%
Indonesia		na	532.0%	8.2%	-31.8%	36.1%
Malaysia		54.7%	18.8%	-5.2%	-3.3%	8.1%
Philippines		na	-32.8%	23.0%	-23.9%	39.6%
Singapore		-5.0%	-3.9%	-4.5%	-11.4%	10.6%
Thailand		71.2%	26.0%	-8.4%	-7.3%	-41.5%

Source: Author's calculation from ITC dataWeb

Note: [1] World represents all the countries exporting to the US export including China and ASEAN-5 countries.

Table 4. Shares of US imports of SITC 751 (1989-2004)

Export Share						
	1989	**1992**	**1995**	**1998**	**2001**	**2004**
World	100%	100%	100%	100%	100%	100%
China	1.71%	5.74%	12.61%	24.08%	33.39%	44.14%
ASEAN-5	6.22%	10.99%	11.19%	9.54%	14.24%	6.48%
Indonesia	0.00%	0.00%	0.79%	0.99%	0.63%	0.83%
Malaysia	0.68%	2.51%	2.73%	2.33%	4.21%	2.79%
Philippines	0.00%	0.41%	0.08%	0.15%	0.13%	0.19%
Singapore	4.73%	4.03%	2.33%	2.03%	2.82%	2.00%
Thailand	0.81%	4.04%	5.26%	4.04%	6.45%	0.68%
Comparator Countries / China Shares Ratio						
	1989	**1992**	**1995**	**1998**	**2001**	**2004**
ASEAN-5	3.63	1.91	0.89	0.40	0.43	0.15
Indonesia	na	0.00	0.06	0.04	0.02	0.02
Malaysia	0.40	0.44	0.22	0.10	0.13	0.06
Philippines	na	0.07	0.01	0.01	0.00	0.00
Singapore	2.76	0.70	0.18	0.08	0.08	0.05
Thailand	0.47	0.70	0.42	0.17	0.19	0.02

Table 5. US imports of SITC 752 (1989-2004)

Export Value (US$ '000)						
	1989	**1992**	**1995**	**1998**	**2001**	**2004**
World	1 4070 515	22 527 462	34 779 139	44 137 369	47 595 999	59 708 126
China	12 429	227 044	1 276 412	2809449	5 960 962	24 460 628
ASEAN-5	3 160 120	6 003 543	12 665 030	16244899	14 708 794	16 422 202
Indonesia	116	40 540	68 795	251585	441 543	423 214
Malaysia	93 011	739 772	2 448 959	3008322	4 824 354	8 389 994
Philippines	10 171	127 395	247 138	1249525	1 951 278	1 045 112
Singapore	2 653 447	4 380 961	8 283 134	9288200	5 685 269	4 454 328
Thailand	403 375	714 875	1 617 004	2447267	1 806 350	2 109 554
Growth Rate						
		1989-92	**1992-95**	**1995-98**	**1998-01**	**2001-04**
World		17.0%	15.6%	8.3%	2.5%	7.9%
China		163.4%	77.8%	30.1%	28.5%	60.1%
ASEAN-5		23.9%	28.3%	8.7%	-3.3%	3.7%
Indonesia		604.4%	19.3%	54.1%	20.6%	-1.4%
Malaysia		99.6%	49.0%	7.1%	17.1%	20.3%
Philippines		132.2%	24.7%	71.6%	16.0%	-18.8%
Singapore		18.2%	23.7%	3.9%	-15.1%	-7.8%
Thailand		21.0%	31.3%	14.8%	-9.6%	5.3%

Table 6. Shares of US imports of SITC 752 (1989-2004)

Export Share						
	1989	**1992**	**1995**	**1998**	**2001**	**2004**
World	100%	100%	100%	100%	100%	100%
China	0.09%	1.01%	3.67%	6.37%	12.52%	40.97%
ASEAN-5	22.46%	26.65%	36.42%	36.81%	30.90%	27.50%
Indonesia	0.00%	0.18%	0.20%	0.57%	0.93%	0.71%
Malaysia	0.66%	3.28%	7.04%	6.82%	10.14%	14.05%
Philippines	0.07%	0.57%	0.71%	2.83%	4.10%	1.75%
Singapore	18.86%	19.45%	23.82%	21.04%	11.94%	7.46%
Thailand	2.87%	3.17%	4.65%	5.54%	3.80%	3.53%
Comparator Countries/ China Shares Ratio						
	1989	**1992**	**1995**	**1998**	**2001**	**2004**
ASEAN-5	254.25	26.44	9.92	5.78	2.47	0.67
Indonesia	0.01	0.18	0.05	0.09	0.07	0.02
Malaysia	7.48	3.26	1.92	1.07	0.81	0.34
Philippines	0.82	0.56	0.19	0.44	0.33	0.04
Singapore	213.49	19.30	6.49	3.31	0.95	0.18
Thailand	32.45	3.15	1.27	0.87	0.30	0.09

Table 7. US imports of SITC 764 (1989-2004)

Export Value (US$ '000)						
	1989	**1992**	**1995**	**1998**	**2001**	**2004**
World	11 577 310	12 845 017	18 290 870	22 127 035	37 937 117	50 581 010
China	327 121	633 816	1 826 122	2 822 678	4 689 936	12 097 215
ASEAN-5	1 076 332	1 841 903	2 523 298	2 367 652	3 584 573	6 732 433
Indonesia	933	72 384	145 774	194 119	112 938	176 527
Malaysia	280 218	699 505	1 072 491	968 891	229 4321	4 088 806
Philippines	97 825	228 569	491 942	496 074	310 348	176 166
Singapore	613516	496786	424608	203567	399332	695601
Thailand	83840	344659	388483	505001	467634	1595333
Growth Rate						
		1989-92	**1992-95**	**1995-98**	**1998-01**	**2001-04**
World		3.5%	12.5%	6.6%	19.7%	10.1%
China		24.7%	42.3%	15.6%	18.4%	37.1%
ASEAN-5		19.6%	11.1%	-2.1%	14.8%	23.4%
Indonesia		326.5%	26.3%	10.0%	-16.5%	16.1%
Malaysia		35.7%	15.3%	-3.3%	33.3%	21.2%
Philippines		32.7%	29.1%	0.3%	-14.5%	-17.2%
Singapore		-6.8%	-5.1%	-21.7%	25.2%	20.3%
Thailand		60.2%	4.1%	9.1%	-2.5%	50.5%

Table 8. Shares of US imports of SITC 764 (1989-2004)

Export Share						
	1989	**1992**	**1995**	**1998**	**2001**	**2004**
World	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
China	2.83%	4.93%	9.98%	12.76%	12.36%	23.92%
ASEAN-5	9.30%	14.34%	13.80%	10.70%	9.45%	13.31%
Indonesia	0.01%	0.56%	0.80%	0.88%	0.30%	0.35%
Malaysia	2.42%	5.45%	5.86%	4.38%	6.05%	8.08%
Philippines	0.84%	1.78%	2.69%	2.24%	0.82%	0.35%
Singapore	5.30%	3.87%	2.32%	0.92%	1.05%	1.38%
Thailand	0.72%	2.68%	2.12%	2.28%	1.23%	3.15%
Comparator Countries/ China Shares Ratio						
	1989	**1992**	**1995**	**1998**	**2001**	**2004**
ASEAN-5	3.29	2.91	1.38	0.84	0.76	0.56
Indonesia	0.00	0.11	0.08	0.07	0.02	0.01
Malaysia	0.86	1.10	0.59	0.34	0.49	0.34
Philippines	0.30	0.36	0.27	0.18	0.07	0.01
Singapore	1.88	0.78	0.23	0.07	0.09	0.06
Thailand	0.26	0.54	0.21	0.18	0.10	0.13

Research on the Contents and Structure
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Abstract

Firstly, this paper holds a semi-structural interview to 19 private entrepreneurs in different industries from different areas. Secondly, this paper analyzes the contents of the interview records and designs a questionnaire to survey the social support for private entrepreneurs based on literatures and interviews. Finally, this paper makes statistical analysis of 143 forecasting data and 289 effective measurement data. The research reveals the four-factor structural mode of social support. Here, the four factors are emotion support, information support, instrument support, and feedback support.

Keywords: New venture creation, Social support, Entrepreneur

1. Introduction

What are the characteristics of the social support for entrepreneurs on earth? Nan Lin (1986) and other scholars advance the integrated definition of social support, which aggregates different scholars' views. According to this integrated definition, social support refers to the apperceived or practical instrument or expressive resources supplied by communities, social network, and close partners. House (1981) offers the operational definition of social support. In his opinion, social support includes individual apperceived important instrument or expressive resources supplied by others and network structure, namely (1) emotion and concern; (2) instrument support; (3) information support; (4) praise or feedback support. (1) Emotion support is the most important social support, including sympathy, concern, love, and trust (House, 1981). Especially, it can be realized by an operational definition, such as offering self-respect, friendship, trust, concern, and hearing. (2) Instrument support includes activities that help to satisfy individual needs, such as offering work help, service, and capitals, paying for checks, etc. (3) Information support means supplying an individual with information that can help to manage internal or external problems. (4) Feedback support is also a kind of information flow. It comes from individuals and can be used to evaluate others. It includes feedbacks from others, such as managers and individuals performances. Although these four supports are not completely independent, they display an independent dimension of social support respectively (House, 1981). Based on these definitions, House develops a questionnaire to survey these social supports. This paper adopts House's dimensions.

In China, it needs to be further analyzed and discussed which measurement is better for analyzing the structural characteristics of social support network for entrepreneurs and whether it is necessary to make a double check under Chinese cultural background. In addition, the dimension of social support obtained by the entrepreneur group must be modified and verified. Therefore, this paper adopts the structural equation modeling and other high statistical analysis

methods study the dimensional structure of social support for entrepreneurs in an empirical research, hoping to supplying theoretical basis and practical guidance for researches on new venture creation.

2. Research method

2.1 Semi-structural interview and questionnaire design

Firstly, based on the semi-structural interview to 19 private entrepreneurs and the conclusions of Wang (2001) and House (1981), this paper focuses on four dimensions of social support, including information support, emotion support, instrument support, and feedback support. Then, the questionnaire is designed by interviewing private entrepreneurs with different backgrounds and taking references from literatures related with new venture creation. Finally, according to the questionnaire, the subjects of the research are mainly private enterprises in four industries (computer industry, manufacturing and processing industry, service industry, and construction industry) in Beijing, Shanghai, Hangzhou, Wenzhou, Ningbo, Quzhou, Xuzhou, Nanjing, Wuxi, and Changchun. By means of testing, we further examine the quality of questionnaire in representation, differentiation, simplification, and exactness. Then, we accept five experts' suggestions and complete the final formal questionnaire by amending the initial questionnaire and deleting some questions. The questionnaire adopts Likert Scale, from one to five respectively standing for full non-accordance to full accordance.

2.2 Samples and data collection

The first group of samples is questionnaires filled out by 143 private entrepreneurs (including the vice presidents and the enterprisers who hold more than 10% of stocks. This paper takes them as effective samples). Researchers provide 240 questionnaires and 160 samples are returned. The return ratio is 66.7%. Delete 17 ineffective samples. The effective samples are 143. The ratio of effective return is 59.6%. The collected data will be used for a probing factor analysis of social support for entrepreneurs. The second group of samples consists of questionnaires filled out by 289 private entrepreneurs. Researchers provide 357 questionnaires and 310 samples are returned. The return ratio is 86.8%. Delete 21 ineffective questionnaires. The effective questionnaires are 289. The ratio effective return is 80.9%. The collected data will used for a testing factor analysis of social support for entrepreneurs. In the aspect of responders' conditions, male (81.8%) and female (18.2%); educated in junior middle school and elementary school or below (12.8%), high school (25.6%), junior college (33.6%), college and master or above (28%); in the aspect of enterprise background, manufacturing and processing industry (39.2%), computer software industry (24.6%), construction industry (13.1%), service industry (25.3%); in the aspect of stage of new venture, foundation stage (32.2%), growing stage (40.5%), mature stage (20.4%), transition stage (6.9%); in the aspect of enterprise size, large (1.4%), partial large (3.8%), medium (31.3%), partial small (30.8%), and small (32.9%).

2.3 Statistical analysis

This paper adopts SPSS13.0 and structural equation modeling software AMOS4.0 to make data analysis. The statistical analysis methods include probing factor analysis and testing factor analysis.

3. Research result

3.1 Probing factor analysis

By item variation and sample testing, the efficiency of samples and the test of sphericity indicate that we can adopt factor analysis for samples and items in this research (Bartlett's test of sphericity: Approx. Chi-Square = 1415.220, df = 210; KMO = .739***). The diagram shows that four factors will be the best. The probing factor analysis shows that we can refine four factors from the twenty questions of 27 items after tests. Four questions are about information support, four about emotion support, four about feedback support, and two about instrument support. All items have a factor loading larger than 30. The scope is from .562 to .869.

Data show that the four factors explain the connotation of social support for new venture creation to a comprehensive degree. The explainable variance variations of four factors are all between 28.24% and 16.15%. In accumulation it can explain 73.39% of variation. The internal consistency coefficient is between 0.709 and 0.864. The general internal consistency coefficient is .926.

3.2 Testing factor analysis

In this research, we use the second group of samples to make testing factor analysis of social support for entrepreneurs. The model diagram and the fit index are showed in Figure 1 and Table 2. It rightly verifies the four dimensional model derived from the probing factor analysis. (1) The path coefficients between each factor and its observation index are relatively higher (0.60 above), what proves that these factors have stronger representation and abstractness. (2) The path coefficients between factors are at a medium level or above, what proves that there are certain differentiation and close association between factors. As for the fit index, except AGFI is relatively lower, others reach the significant standard.

4. Discussion

By means of probing factor analysis and testing factor analysis, This research concludes the four dimensional model of social support for new venture creation, including (1) emotion support, (2) instrument support, (3) information support, and (4) feedback support.

(1) Emotion support, as one of structural dimension of social support for new venture creation, is the most import dimension. It means entrepreneurs apperceive emotional support in new venture creation, including sympathy, concern, love, and trust (House, 1981). Especially, it can be accomplished by an operational definition, including self-respect, friendship, trust, concern, and hearing. Under Chinese cultural background, people are not good at express their emotions. Entrepreneurs are always devoting themselves to "enterprises' survival and development", what may make them feel lonely in a sense. Especially during the development or mature stage, the phenomenon is more prominent. (2) Instrument support includes instrument activities that are helpful to entrepreneurs, such as offering work helps, services, funds, and paying off checks. An interesting fact is that the instrument support for Chinese private entrepreneurs mostly focuses on whether the society can provide supports for entrepreneurs' families. In enterprises, another important aspect of instrument support is whether entrepreneurs can apperceive and get practical helps. As for funds or paying off checks, entrepreneurs do not regard it as extremely important instrument support. At the very beginning of new venture creation, this kind of instrument support may be more important. But more financing is usually realized by entrepreneurs in developing enterprises. Therefore, one person's money support seems to be useless. (3) Information support means the society can provide with information about dealing with individual or environmental problems for entrepreneurs. According to items in interviews, entrepreneurs agree that information about enterprises, products, and market are more valuable. (4) Feedback support is also a kind of information flow, which is coming from people who can be used by entrepreneurs to evaluate themselves. It also includes others' feedback information, for example, comparing with other same-sized enterprises in same industries. It aims at helping entrepreneurs establish their directions and acquire better acceptance in new venture creation. Although the four kinds of support are not mutually independent completely, they display their independent dimensions of social support (House, 1981).

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Table 1. The factor analysis result of social support for new venture creation

Measurement item	Factor 1	Factor 2	Factor 3	Factor 4
Factor 1: information support coefficient α =.843				
- Somebody will offer important information about competitors in new venture creation	.869	-.010	.030	-.178
- Somebody will offer important information about products in new venture creation	.863	-.065	.085	-.108
- Somebody will offer important information about advantages and disadvantages of products in new venture creation	.835	-.150	.048	.159
- Somebody will offer important information about products in same industry in new venture creation	.686	.200	-.137	.081
Factor 2: feedback support coefficient α =.849				
- Somebody will tell me what activities are not in accordance with commercial principles in new venture creation	-.090	.876	.082	-.092
- Somebody will tell me what I expect for in new venture creation	.000	.862	.227	-.202
- Somebody will tell me what I want to do is right in new venture creation	-.018	.720	-.096	.274
- Somebody will give me objective feedback that helps me know how to deal will problems in new venture creation	.212	.634	-.098	.240
Factor 3: emotion support coefficient α =.864				

- Somebody will concern about my happiness and healthy in new venture creation	.072	.195	.850	-.245
- Somebody will help me when I am in trouble in new venture creation, what makes me feel better	-.053	-.211	.832	.082
- Somebody will make me relax when I feel exhausted in new venture creation	.027	.294	.779	.287
- Somebody will comfort me when I am frustrated in new venture creation	.023	.282	.601	.163
Factor 4: instruction support coefficient α =.709 - Somebody will help me take care my family when I am busy or on business	-.129	-.057	.052	.863
- Somebody will help me out of troubles in new venture creation	.263	.089	.085	.562
The percentage of factor explained variation is 73.39%.				

Table 2. The testing analysis result of social support for new venture creation

Measurement model	χ^2	df	RMSEA	GFI	AGFI	NFI	TLI	CFI	IFI
Independent model	663.222	28							
Testing model	32.159	14	0.085	0.96	0.89	0.95	0.94	0.97	0.97

RMSEA: Root Mean Square Error of Approximation; GFI: Goodness of Fit Index; AGFI: Adjusted Goodness of Fit Index; NFI: Normed Fit Index; TLI: Tucker-Lewis Index; CFI: Comparative Fit Index; IFI: Incremental Fit Index.
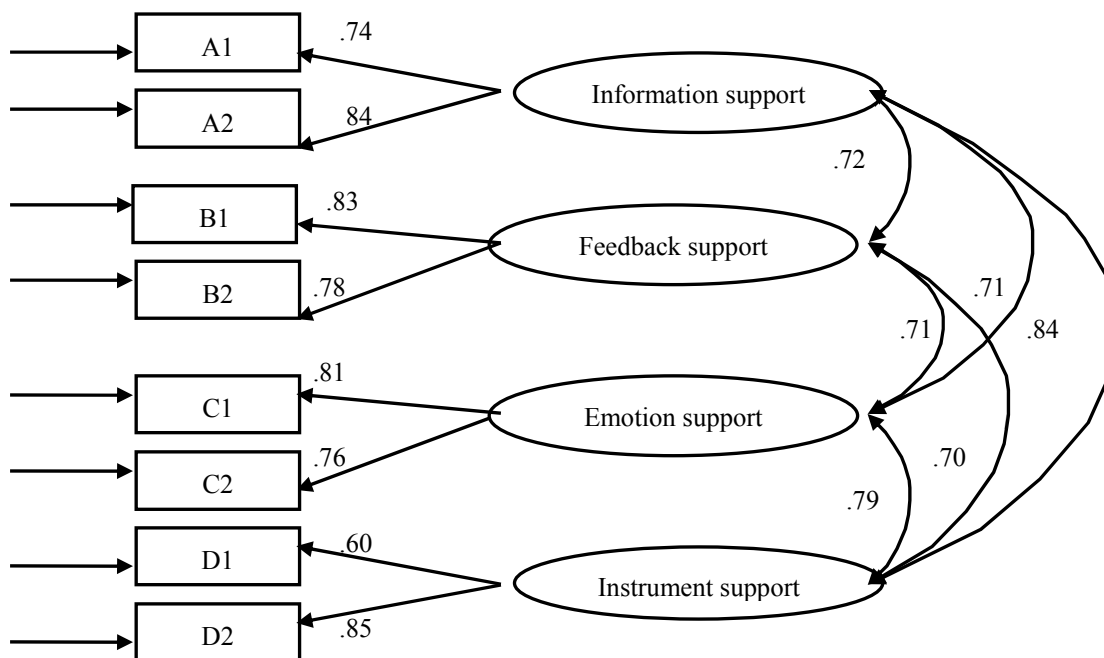

Figure 1. The Testing Factor Analysis of Social Support Structural Model

The Present Regional Economic Cooperation in Northeast Asia and the Prospect

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Abstract

During the economic globalization process in world, the trend of regional economic cooperation becomes more prominent. Along with China's entry into WTO, Asia becomes the center of world economic development at the new century. East Asia is the principal part of Asian economic development. And the hotspot of East Asia economic development is Northeast Asia that centers on China, Japan, and the Republic of Korea. Economies of counties in Northeast Asia are complement and have great potentials and spaces for cooperation. Driven by different parties, the regional economic cooperation in Northeast Asia, represented by the Tumen River International Cooperation Development Project, achieves many important progresses at present. An original integration appears step by step. Surely, some factors, including real economic basis and politics, restrict the Northeast Asia cooperation. Along with the improvement of international politics environment, the development of economic globalization, the enhancement of economic strengths of countries in Northeast Asia, and the strengthen of mutual economic relationships, it is necessary and probable in practice to construct a regional integration organization that centers on Northeast Asia free trade zone. Anyway, the real Northeast Asia regional economic integration organization is still an illusion today.

Keywords: Regional economic cooperation in Northeast Asia, Course, Prospect

During the economic globalization process in world, the trend of regional economic cooperation becomes more prominent. Along with China's entry into WTO, Asia becomes the center of world economic development at the new century. East Asia is the principal part of Asian economic development. And the hotspot of East Asia economic development is Northeast Asia that centers on China, Japan, and the Republic of Korea. Economies of counties in Northeast Asia are complement and have great potentials and spaces for cooperation. Therefore, to strengthen Northeast Asia regional economic cooperation is not only the internal needs and subjective desires for countries' economic development, but also an inevitable trend in world economic development. Once a new economic cooperation zone comes into being in Northeast Asia, it will change the world economic pattern and turn into an important pole of world economy.

In a common sense, Northeast Asia includes Northeast China, Far-east Russia, Mongolia, Democratic Peoples Republic of Korea, the Republic of Korea, and Japan. This region has a population of 300 million, an area of 9,170,000 square kilometers, with rich resources, wide market, and great potentials for regional economic development. China, Japan, and the Republic of Korea, as the three main economic bodies in Northeast Asia, have complement economies (Chuanjun Zhao, 2006, p141). Japan is a developed industrialized country, and the Republic of Korea a new-developed industrialized country. The two countries have sufficient capitals and powerful technological strengths but their natural resources and laborers are relatively in short. As for Japan, it prefers to export amounts of rich capitals and relatively advanced technologies, and has to import sorts of industrial and agricultural resources. The laborers are also in a serious short. The Republic of Korea faces similar condition. As for China, the Northeast three provinces are old industrial basis. After thirty years of industrial development, the industrial experiences are rich, and the quantity and quality of laborers are better there. The disadvantages of China is chiefly in capitals, technologies, and management, which are rightly the advantages of Japan and the Republic of Korea. Democratic Peoples Republic of Korea, Mongolia, and Far-east Russia

relatively lags behind in economic development, but they have rich natural resources. Therefore, Northeast Asia possesses the internal conditions for economic cooperation naturally in a sense.

1. The Northeast regional economic cooperation course

During recent twenty years, Northeast Asia regional economic cooperation passes through two stages generally. The first is the initial development stage from late 80s to early 90 in 20th century. The second is the practical cooperation development stage since mid 90s in 20th century. In 1991, the UNDP (United Nations Development Program) formally presented "Tumen River Area Development Program" and placed it in the list of key projects of promoting the cooperation between Northeast Asian countries, expecting for financing 30 billion dollars in twenty years and constructing an economic development zone in Tumen River delta that locates at the border of China, Russia, and Democratic Peoples Republic of Korea. During later six years, the United Nations Development Program organized six PMC (Program Management Committee of Tumen River Area Development Program) meetings and many inter-government conferences in order to push the international cooperative development in Tumen River area. Under this background, in early 90s in 20th century, the development of Tumen River area began to receive attention from the international community. Relevant countries around Tumen River constituted equipped policies for joining in Northeast Asia regional economic cooperation. In December 1995, at the sixth PMC meeting, China, Russia and Democratic Peoples Republic of Korea Signed "Agreements on the Establishment of the Coordination Committee for Tumen River Area Development"; the aforementioned three countries plus Mongolia and the Republic of Korea also signed the "Memorandum of Understanding on Environmental Problems Relating to the Tumen River Economic Development Area and Northeast Asia" and "Agreements on the Establishment of the Consultative Commission for the Development of the Tumen River Economic Development Area and Northeast Asia". These two agreements and the memorandum of understanding, which stand for a change in cooperation progress from research to actual development as the major task, are the milestone in the international cooperation progress. The UNDP and other international institutions continue to support the Tumen River area international cooperation. Driven by different parties, the regional economic cooperation in Northeast Asia, represented by the Tumen River International Cooperation Development Project, achieves many important progresses at present. An original integration appears step by step. First, except Democratic Peoples Republic of Korea and the Republic of Korea , Democratic Peoples Republic of Korea and Japan do not realize normal relationships, the bilateral relationship between other countries is positive in general. China maintains traditional friendly relationships with Russia, Democratic Peoples Republic of Korea, and Mongolia. Russia achieves relatively normal communication and cooperation with Japan and the Republic of Korea. And most of them signed legal files supporting bilateral cooperation and communication, such as "China-Japan Peace and Friendship Treaty", "Treaty of Good-Neighborliness and Friendly Cooperation between Japan and Russian", "Treaty of Good-Neighborliness and Friendly Cooperation between Russia and Democratic Peoples Republic of Korea", "Russia-the Republic of Korea Basic Treaty", etc. The normalization of National countries in Northeast Asia achieves continuous progresses, what founds strong basis for the regional cooperation in Northeast Asia (Yan Jiang, 2007). Second, trade-preceded Northeast Asia regional economic cooperation has already achieved marvelous progresses. In the regional trade aspect, the scale of internal trade in Northeast Asia is enlarging in recent years. The economic dependence between countries is deepening further. The trade volume between China and Japan realizes a sharp increase from 10.4 billion dollars in 1981 to 236.02 billion dollars in 2007. The trade volume between Japan and the Republic of Korea increases quickly in recent years. And even for the Republic of Korea and Democratic Peoples Republic of Korea, the trade volume is in rising. At present, China is the first largest trade partner of Japan, and also the largest importing country of Japanese products. Meanwhile, China is the largest trade partner of the Republic of Korea. Third, the construction of a platform for driving Northeast Asia economic cooperation is speeding. Northeast Asia regional economic cooperation starts later and is driven mainly by governments, related international institutions, local governments, enterprises, non-government organizations, and academic fields together. Therefore, the development of regional economic cooperation needs to guide enterprises, especially transnational companies, to participate in the cooperation. At present, Northeast Asia has already possessed an economic cooperation platform with various forms and rich contents, such as China International Equipment Manufacturing Exposition, International China Harbin Fair for Trade and Economic Cooperation, Jilin Seaside and Border Area Regional Cooperation Meeting, Northeast Asia Exposition on High-Tech and Products, Shenyang, China.

2. Problems in Northeast Asia cooperation

Surely, some factors, including real economic basis and politics, restrict the Northeast Asia cooperation. First, the primary factor that restricts the regional economic cooperation in Northeast Asia is the complexity of state forms. It is well-known that Northeast Asia is one of areas in world where multiple politics and economies exist together. There are two different economic systems,0 namely capitalism and socialism. Some countries are in a transition from socialist system to capitalist system. Some countries insist on their socialist road. And some apply reform exploration and practice. Some countries have already reached a higher economic level. And some are developing fast in recent years. Some countries are still at the edge of poverty. In a sense, Northeast Asia has all kinds of politics and economies

existing in world at present. The complexity and diversity of state forms will inevitably cause serious disagreements on aims and objectives of countries participating in regional economic cooperation, what makes it hard to achieve breakthroughs in a short period. Second, complicated historical problem is an important factor that impacts the development of Northeast Asia regional economic cooperation. Regional economic cooperation is based on mutual trust and understanding in an area. Due to influences of some historical problems, there is not a mutual trust mechanism between countries in Northeast Asia. These historical problems focus on two aspects: the first is Japan's attitudes toward historical problems. Among the six countries of Northeast Asia, China, the Republic of Korea, and Democratic Peoples Republic of Korea had suffered from Japan's imperialistic invasion and cruel enslavement. Chinese, people of Democratic Peoples Republic of Korea, and people of the Republic of Korea will never forget the suffering history. However, Japan refuses to acknowledge its harms on other countries in history, what could not be accepted by other countries and will make it impossible for Japanese to resume the trust of people whose countries have ever suffered from Japan's invasion. The second is the dispute over territories and territorial sea. For sorts of historical reasons, many countries dispute over territories in Northeast Asia, such as the "northern islands" issue between Japan and Russia, the "Dokdo Islands (the Republic of Korea names it as Bamboo Island)" issue between Japan and the Republic of Korea, the "Diaoyu Island" issue between Japan and China, and the dispute over territorial sea between China and Japan. The territorial issue is always the most sensitive problem in state relationships. It concerns not only state and national dignity but also tremendous economic interests. For example, in dealing with the relationship with Russia, Japan has insisted on the principle of associating politics and economy together for a long period, what restricts the trade between Japan and Russia and also impacts the Japan's participation in Northeast Asia regional economic cooperation. The last is the complicated political and safety issue that is also an important factor that restricts Northeast Asia regional economic cooperation. In history, Northeast Asia is always an interest center of China, Russia (Soviet Union), United States, and Japan. Among the six countries in Northeast Asia, Japan and the Republic of Korea have respectively signed a safety insurance convention with United States. The United States maintains a large scale of military force in Japan and the Republic of Korea, which offers reliable conditions for United States interfering with Northeast Asia business, and further enhances the complexity of politics and safety issues in Northeast Asia, affecting the stable development of regional economic cooperation. The Korean Peninsula Issue is a hot among the complicated international relationships in Northeast Asia for a long period. The development of this issue is one of most urgent issues for the peace of Northeast Asia. However, this issue is at a stalemate for a long time, which will inevitably enhance the intensity of mutual relationships in Northeast Asia, and restricts the deepening development of Northeast Asia regional economic cooperation.

3. Prospect for Northeast Asia regional economic cooperation

After entering the 21st century, some important factors that have ever restricted Northeast Asia regional economic cooperation are in negotiation. Meanwhile, many new factors that are in favor of the fast development of Northeast Asia regional economic cooperation appear. First, economic globalization and regional economic integration develop quickly. At a time of economic globalization and digital information, the economic relationships between countries are deepening. To participate the international division and win international competitive advantages have became basic preconditions for any country realizing economic development. During the process of strengthening economic globalization, more and more countries desire for maintaining and improving their regional competitive advantages by regional economic cooperation. As a result, regional economic groups become the main bodies of international economic relationships more and more. The regional economic globalization develops slowly in Northeast Asia. But we should notice that some countries in Northeast Asia begin to adjust their traditional foreign economic policies recently, and give up the non-group foreign economic strategies in a sense. It means countries in Northeast Asia are trying to set up free trade zones under the great background of speeding development of world economic globalization and regional economic integration. Second, the relationship between world giants is at a coordination and cooperation stage. Since the cold war pattern is over, especially after the America "9.11" incident, the relationship between world giants enters an adjusting period. During the adjusting process, although conflicts and frictions between large countries still happen inevitably, and even become serious sometimes, these disagreements and frictions will not turn into complete oppositions for a long period. All large countries prefer to keep long-time cooperation with others. At the very beginning of 21st century, the cooperation between large countries is improving, and the cooperative contents and fields are enlarging and deepening. In dealing with mutual relationships, large countries pursue for cooperation but not opposition; reducing conflicts but not stimulates contradictions; constructing strategic trusts and understandings but not triggers strategic mistakes and misunderstanding. In recent years, although Northeast Asia receives worldwide attentions due to the North Korea's Nuclear Issue that challenges the peace and stability of Northeast Asia, all countries in this region hope to settle this dispute by political and diplomatic ways. Generally speaking, after entering the new century, new changes of mutual relationships between countries in Northeast Asia appear, which benefit regional economic cooperation. The relationships of the six countries in Northeast Asia have been improved or are improving now. Finally, new economic trends emerge in countries of Northeast Asia. The economic development of countries in

Northeast Asia is one of important factors that influence regional economic cooperation. During late 90s in 20th century, except China realizes sustainable and fast economic development, other countries suffer from serious economic problems in Northeast Asia. In recent years, not only China maintains the driving development of economy, but other countries step out of economic jams. The economic conditions of countries in Northeast Asia are in a favorable turn. Therefore, all six countries can invest more energy in planning international economic cooperation systematically, what offers important practical basis for Northeast Asia regional economic cooperation.

Northeast Asia regional economic cooperation has already experienced more than twenty years. Although certain progresses have been achieved in trade, investment, and local bilateral cooperation, the regional economic cooperation does not realize significant breakthroughs in general. Entering the 21st century, along with the improvement of international politics environment, the development of economic globalization, the enhancement of economic strengths of countries in Northeast Asia, the strengthen of mutual economic relationships, and China's entry into WTO, it is necessary and probable in practice to construct a regional integration organization that centers on Northeast Asia free trade zone. Anyway, the real Northeast Asia regional economic integration organization is still an illusion today. But we can predict that Northeast Asia countries that have created or are creating "economic miracles" will find out effective ways settling historical and practice problems, benefiting all human beings by close regional economic integration.

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On Definition of Farmers and Its Connotation & Particularity in Modern Agricultural Background

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Abstract

As part of social stratum, definition of farmers was made certain in traditional agricultural society. In modern society, definition and connotation of farmers need to be given new meaning because features of agriculture transits from traditional agriculture to modern agriculture. In this paper, the author establishes definition of farmers and it connotation and particularity in modern agricultural background by comparison of features between traditional agriculture and modern agriculture. That is, modern farmers are entia of producers and operators that deploy resources in virtue of the market, guide production based on market requirements, supply the market with new products, and regard commercial activities as their stage. Meanwhile, they have characteristics of independence, self-determination, go-aheadism, sociality and innovation compared with traditional farmers.

Keywords: Modern agriculture, Definition of farmers, Agro-businessmen

China is going through a fast social transformation period, which has changed status and roles of social structure and all social stratums, so former theories or concepts may mean nothing to the transformed society. In rural economic field, the current modern agricultural construction will bring essential changes to rural social structure and economic structure. Farmers, as the core of modern agricultural construction, will also be endowed with new connotation historically. Therefore how to define the concept of farmers is related to basically positioning of farmers, which means a lot to modern agricultural development and new rural construction.

1. Definition of farmers in traditional agricultural background and its discussion

Definition of farmers and their social structure is basis for study on them, and is also an important basis for construction of Chinese modern agriculture.

China has a brilliant ancient agricultural civilization, so the concept of farmers was recognized early in the old times. According to relative literatures, initial demarcation on farmers was mostly made based on their identity. For instance, in "Gu Liang Zhuan · Cheng Yuan Nian" (BC590), it is recorded that, "there are four types of civilians, namely, bookmen, merchants, farmers, and craftsmen." "Four types of civilians" here may refer to the system of "Four types of civilians for different occupations" by Guan Zhong. When as prime minister of Qi Guo, Guan Zhong implemented this system. And he regarded the following as measure for stabilizing the national order: sons of scholars as scholars forever, sons of merchants as merchants forever, sons of farmers as farmers forever, and sons of craftsmen as craftsmen forever". Afterwards, "Han Book Shihuo Records" named as the first Chinese economic history, further expounded on the signification of "four types of civilians", namely, "those that learn to be an official named as bookmen, those that plough and plant named as farmers, those that make handicrafts named as craftsmen, and those that sell goods names as merchants". From the classification standard, we can see that, farmers at that time referred to those "that plough and plant" and undertook agricultural production. This knowledge has been influential until now. "Ci Hai" published by Shanghai Ci Pressing House in 1980, and "Dictionary of Economics" in 1992 explained respectively on farmers like this: "laborers who directly conducted agricultural production", and "laborers who directly conducted agricultural production (not including agricultural workers". Externally, definition on farmers by the American Everett M. Rogers is

most representative. In "Rural Social Changes", he thought that, "farmers are producers of agricultural products and traditional countrymen, who tend to be relatively modest, and most of who are autarkic (although not in complete need). That is to say, most of foodstuff and other things they produce are consumed by themselves. Therefore, farmers are autarkic agricultural producers." This also means that, in traditional agricultural background, identity of farmers is positioned as "agricultural producers".

With the social development, social division of labor has been more and more meticulous, especially the springing up of modern agriculture. Definition of traditional farmers not only can't cover features of modern farmers, but also has brought about negative influences on construction of modern agriculture. This phenomenon has aroused attention of scholars. For example, Zheng Hangsheng and Wu Lizi hold the view that, definition of traditional farmers is based on such three unreliable hypotheses as farming hypothesis, rural hypothesis and major occupation hypothesis. After study, they came to a conclusion that, tendency and proportion of non-agriculture in farmers are both increasing, and they are no longer "countrymen" with strong rural features. Therefore, theory on farmers needs to be re-constructed. After study on structure of farmer income, Qian Hang also got a conclusion in support of this viewpoint. Song Guiwu didn't give any direct definition on farmers after study on it, but rather believed that four dimensions should be noticed: time, space, value and domain. In his opinion, specific farmers are only one point in the thought space, and changes happed to them with variance of time, space, value and domain. Only in this way, can definition of farmers take an epoch vigor on it. Then, how should farmers be defined in the modern agricultural background? And what kind of connotation and features should it possess?

2. Modern agriculture and its features

Agriculture can be traced back to the remote antiquity, and it is the first industry that human beings depend on after the formation of "differentiation of human beings and apes". After the developmental period of original agriculture featured with shifting agriculture, and with thousands of years' history, traditional agriculture has borne colorful human civilization. Common defect of traditional agricultural civilization lies in the fact that, its productivity is low, and farmers are defined as "autarkic agricultural producers". In the late 1600s, demand of industrial revolution on raw materials of agricultural products was highly increased, which promoted the transition and transformation of traditional agriculture into modern agriculture. In the 1800s, basic theories, such as Liebig Theory of Plant Nutrition, Darwinian Evolutionism Mendelian Genetics, and achievement of industrial technology – from naissance of steam engines to gradual use of agricultural machines with tractors as representation, as well as progress of chemical industry all contributed to revolution of agricultural production structure. Especially in the second half of the 20th century, development of biological and informative technologies has endowed agriculture with features of modern industry.

In western developed countries, agriculture has become one member of modern industry. Americans define agriculture as "food and fiber system", Japanese as "agriculture and food related industry", and Canadians as "agriculture and farm produce industry". As a matter of fact, in review of features of agricultural development, modern agriculture is a commercialized and marketed enterprise-type agriculture which has been gradually shaped since the industrial revolution. The Academician of Chinese Academy of Sciences Shi Yuanchun defines modern agriculture as a modern enterprise that is forerun by biological and informative technologies, and that is aimed at the global economy and integration of agriculture, industry and trade. Compared with traditional agriculture, modern agriculture has its own special features in production target, production means, operation system and modes:

2.1 Production target

Production target of farmers in modern agriculture is not for "self-use", but for "use of others". That is, their production target is not for their own consumption, but for supplying commodities to the market. In the circumstance of market economy, farmers are active participants of market economy, and they realize the maximum of their own interests through market competition. Therefore, they not only focus on their own consumption and agricultural production per se, but also concentrate on changes in supply and demand relationship on the market, so as to make sure centre of their production factor collocation. At the same time, farmers may take an initiative to cooperate with other market factors, and enjoy socialized agricultural production service, so as to obtain maximum benefits with limited resources. In view of that, farmers are not only producers, but also proprietors, so definition of traditional farmers is not applicable in defining modern farmers.

2.2 Production means

Whether in respects of dynamic means or technical means, modern agriculture has qualitative difference from traditional agriculture. In terms of dynamic means, man and livestock dynamic power and handwork tools are replaced by electric power and machines. In recent years, combination of agricultural machines and computers as well as satellite remote sensing has appeared in developed countries, and water-saving equipment and automatization facilities are applied into agricultural production. Realization of networking on farmland adequate irrigation, farmland gardening, agricultural facility, traffic transportation, energy sources convey, and information communications ,etc, has enabled

modern agricultural dynamic power to have a feature of diversified drive. Natural power that traditional agriculture has been relying on in the long run has been replaced by non-natural power in modern agriculture. Just as Bernal said, "agriculture --the originally primary traditional occupation for human being, is more and more becoming an industry with features of science with a fast speed." Technically, after the "Green revolution" centered with seed improvement of hybridized corns, hybridized rice, and hybridized wheat, etc, biological and informative technologies are also gradually deepening into various aspects, such as agricultural seed quality resources, propagation breeding, soil improvement and plant protection, etc,. Depth and extent of agriculture is continually expanding, which has made unclear bound between agriculture and non-agriculture. Control on agriculture is greatly enhanced, so new agricultural production modes such as "Precision agriculture" has come into being. Changes in agricultural production means also call for new requirements for farmers. They should not only have essential cultural making, but should have definite operation and management making.

2.3 Operation system

The system foundation for modern agriculture is market economy. With this system, agriculture is no longer autarkic smallholder industry, but a modern industry that is applicable in market economy, supplies the market with agricultural products, and participates in market competition. Therefore, modern agriculture needs perfect industrial system, which is an important sign of modern agriculture. Industrial system of modern agriculture is applicable in the huge market, organized, and has large-scale production. Within this system, development of modern agriculture has broken through disjointing of production, processing and sale, mutual separation between branches, and obvious town and rural circumscription in traditional agriculture. Modern agriculture makes general use of such producing organizational forms for production as agricultural companies and agricultural cooperative organizations with properties of modern enterprises. There appears a tendency of mutual penetration and mutual amalgamation between agriculture and some various fields, such as industry, commerce, finance, science and technology, etc,. Town and rural economic development has had no obvious regional and industrial limitations. Agricultural chain and radius of agricultural product market have been greatly extended. Specialized production of agriculture, entrepreneurial operation, and socialized service have gradually come into being And even consumption of farmers has gradually transferred from self-support into commercialized consumption. Modern agriculture has broken through internal material circular mode of agriculture, and further implemented open circular mode of materials, which means that modern agriculture has developed from self-support agriculture into market agriculture. In such operation system background, farmers are no more agricultural laborers, but proprietors of agriculture.

2.4 Operation mode

In modern agricultural background, production mode with a family as a unit in traditional agriculture is going to be replaced by modern enterprise operation mode with definite economic scope and organizational structure, which is determined by property of modern agriculture and national situation of China. In the national situation with a large population and small area, modern agricultural operation mode generally adopts intensive operation. In this kind of operation, relatively much capital (including material capital and human capital) is launched into limited land, new scientific technology is adopted, and agricultural operation mode of industrialized operation is implemented through certain organizational carrier. Compared with extensive mode traditional agriculture which is an external quantity expansion development mode, intensive operation is a kind of internal quality centralization development mode. Centralization types can be classified into industrial centralization, enterprise centralization and garden centralization. Changes of modern agricultural operation mode have also proposed new requirements for farmers as principal part of agriculture. If farmers are still positioned as "agricultural producers", then they can not assume the task of building modern agriculture.

3. From farmer to Agro- businessman --- a qualitative leap

The key of developing modern agriculture is the issue of farmers, since modern agriculture is in need of new types of farmers. According to definition by Chinese government, new types of farmers are those with "literacy, technology, and capacity of operation", which is defined from the perspective of essential property of new types of farmers. Economically, the essence of new types of farmers should be "Agro- businessmen"

Compared with concept of "farmers", concept of agro-businessmen" has had greater development in its connotation and extension. Connotation of the former merely includes labors of agricultural production, which determines that farmers can not assume functions of modern agricultural construction. Modern agriculture is a revolutionary reformation on traditional agriculture, and is a new type of diversified and comprehensive industry being developed. Farmers are principal part of modern agricultural construction. Based on the fact above, connotation of farmers has to be diversified, not merely "agricultural producers". But connotation of agro-businessman includes those labors of agricultural production, labors and organizers of agricultural products processing and proprietors of agricultural product marketing. As for the extension, concept of traditional farmers is confined only to the scope of "agricultural production", while concept of agro-businessmen not only includes "agricultural production", but also extended to industrial fields or

commercial fields related to agricultural production, such as "agricultural product processing" and "agricultural product marketing", etc,. Currently, western agriculturally developed countries always study on agriculture with its relative industries. For instance, Texas A·M University in American set up International Food & Agribusiness Management Association, which is an international organization specially studies agriculture and its agribusiness management. Its purpose is to organically combine production factors of agricultural production and processing as well as sale, so as to form the largest productivity. In 1999, Holand established the world-famous Agricultural Chain Competence Center, whose target was to cultivate agricultural chain of domestic agriculture and the agribusiness through international cooperation. Proposing and implementation of agricultural chain theory essentially meant realization of optimized collocation of production factors to the greatest extent. In 1989, Australia set up Export Marketing Skills Program, whose aim was to improve market operation capacity and management ability in agricultural enterprises on the part of agricultural producers and operating principals of medium and small-size agribusiness. And its aim was also to take full advantages of international and domestic production and market resources. All in all, in the modern agricultural background, concept of farmers has developed towards diversification, and has surpassed scope of "agricultural producers".

Proposing of agro-businessman provides theoretical and conceptual break-through meaning for us to cultivate new types of farmers, to develop modern agriculture and to further promote construction of harmonious society.

Traditional farmers corresponded with natural economy. They began with the sunrise and stopped with the sunset, and the products they produced were mainly consumed by themselves, and it was a typical natural product economy, which was a fundamental positioning on farmers in Chinese agricultural society with thousands of years. After 1949, China implemented planned economy under the public ownership, and the former traditional farmers were named as team members or associators of people community in the collective economy. However, their products were still planned products, not commodities. Without consideration of changes in production relation, no qualitative change has taken place in their labor property (or property of economic activities). The so-called "handing in public grain, selling remaining grain, and the rest for ration" was target of farmers' production cycle and production activities in the planned economic system. Farmers at that time were still traditional farmers with autarkic property. But differently, means of production was changed from private owned enterprises into state owned enterprises, and economic shape was changed from natural product economy into planned product economy.

Agro-businessmen corresponded with market economy. Since the policy of reforming and opening-up, China has implemented socialism market economic system, which defines farmers as participation groups in the market system, and in which status and role of farmers have changed. Based on survival and development needs and in the market economic system, farmers' agricultural labor is no longer aimed at self-consumption, but at commercial exchange. This kind of exchange integrates rural and social economy into one, and changes the puzzled situation in which rural economy is totally out of the development of social economy. Through economic integration and commercial exchange rural economy has got consecutive improvement. It goes without saying that, farmers merely with traditional particularity can not adapt to features of new rural economic development. new economic system and relation calls for higher requirements of cultural making, technical level and operating as well organizing capacities from farmers, which is exactly the concept scope of agro-businessman. Only one Chinese character difference between farmers and agro-businessmen, but their connotations are worlds apart. Agro-businessman is expression of economic meaning for modern farmers, and is a new category. What agro-businessmen reflect is a new economic relation: entia of producers and operators that deploy resources in virtue of the market, guide production based on market requirements, supply the market with new products, and regard commercial activities as their stage.

4. Particularity of modern famers --- clear-cut positioning view of subjectivity

As far as essential differences between traditional farmers and modern farmers, the main different lies in the positioning of their subjectivity. Subjectivity of human beings is their essential particularity, which means that people start from their principal status in the practical activities, and which is functional feature in controlling objects in different ways. The reason why traditional farmers can not play their role in modern rural economy is that, they are not aware of their subjectivity. In "Transforming Traditional Agriculture", Schultz held the view that, traditional agriculture can do nothing for economic development, which is not only due to operation mode of traditional agriculture, but mainly due to the fact that, traditional farmers don't possess subjective and objective capacities for making contributions to rural economic development. therefore, in the final part of this book, Schultz postulated the idea of investing human resource capital in farmers, and human resource capital theory was thereby formed. As for modern farmers who play a subjectivity role in the rural economic development, it is required that they have definite subjectivity consciousness. This should contain several aspects, such as independence, self-determination, initiative, sociality and creativity of human beings.

Their independence is revealed in the independent social status and professional features. It means that farmers can have equal development opportunities and rights as other social stratums, and they have ability and requirements of

obtaining more social resources and system planning for enjoying social development achievements with other social stratums.

Their initiative is revealed in the strong push towards promoting their own wealth and rural economic development, in their desire and ability in initiatively learning modern science, intelligence development and policy support.

Their self-determination is revealed in the democratic management and self-management rights of selecting their profession and labor means, independently dominating their labor target and labor achievements, independently deciding to enter or exit market network, participating in market competition and independently participating in rural political organizations of grass roots.

Their sociality is revealed in the fact that, they are no longer confined to the enclosed life of "not communicating even though the sound of chooks and dogs can be heard", life target they are in pursuit of is no longer the plain rural tranquil of "thirty mu of land and one head of cattle, kids and wife and in a warm "kang"", and that farmers put themselves in the whole social environment, and communicate successfully with other social stratums. They are no longer unacquainted with modern cities, no longer feel awe-stricken against business suits, and have complete confidence to have economic or social communications with people in cities. They directly position themselves as equal members as others in the social system.

Their creativity is revealed in their creative spirit, undertaking consciousness, and creative labor in altering their destiny and developing rural economy, as well as in constantly upgrading and realizing their social value and self-value.

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On Price Fluctuation in Public Health Crisis

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Abstract

This thesis focuses on households' response to public health crisis like SARS. A model is proposed to describe households' efforts to reduce the probability of being affected and severity if being affected. The model is expanded considering households' learning process towards the crisis. It is concluded that the government can stabilize the sharp increase in market demands by information release.

Keywords: Public health crisis, Price fluctuation, Demands

1. Introduction

Recent years have seen several public health crises in China, among which SARS that happened in 2005 is most impressive. The greatest challenge that the government is facing is to take all kinds of measures to prevent the crisis from further spreading and find a more effective medical method to decrease the death rate. However, some chain-reacting problems, for example, the panic among the public from ignorance, dramatic fluctuation of the market, also give the government a rigorous test. This thesis tries to make an analysis in the price fluctuation of concerned commodities in the affair, mainly from the view of demand, but not supply.

In the case of public heath crisis, households will take self-protection measures to decrease the probability of being affected, which results in a sharp increase in demand for self-protection commodities. An enormous gap between demand and supply occurs and instability is caused. In such a case, the government takes three types of measures to stabilize the market. First, ceiling prices for some certain goods are set. Second, those concerned firms are commanded to produce as more as possible to increase the supply. Third, speculations, for example, to make a corner in some goods, release some false information for business promotion, are seriously prohibited. All these measures focus on the supply force. Nevertheless, an in-depth analysis in the households' demands can help the government to understand the problem in an all-round view and solve it more effectively.

As such public heath crisis seldom occurs that we don't take any preliminary measures before, few specific research can be found in this field. However, the existing documentary about environmental risk (Ehrlich and Becker, 1972; Shogren and Crocker, 1991) and preference learning (Hanley, Shogren and White, 1997) is used here for reference.

In section 2, households' decision for self-protection and self-insurance is analyzed in details. It helps to understand and estimate their demands for concerned commodities. In section 3, households' ambiguity towards the disease and measures is considered. In this way, we discuss the problem in a more actual and dynamic view and explain the further changes in market. Section 4 focuses on the role of information, and the measures that the government can take to make the households more rational and adjust their demands.

2. Households' decision for self-protection and self-insurance

When SARS or other kinds of heath crisis are proclaimed, individuals or households are urgent to protect themselves from being affected and harmed. In detail, two types of efforts are made:

(1) *S*, ex ante efforts to reduce the probability of being affected, which is defined here as self-protection. In the case of SARS, concerned commodities include masks, disinfectants and disinfectors, etc.

(2) *X*, ex ante efforts to reduce prospective severity if being affected, for example to diminish pains, shorten the

treatment period, and reduce the probability of death, which is defined as self-insurance. In the case of SARS, concerned commodities include medicinal herbs, some special foods such as radish that help to strengthen one's health, etc.

The household is willing to expend its valuable resources for self-protection and self-insurance. Assume P_s and P_x are the prices of concerned commodities respectively, which are decided exogenously. s and x are the quantities it buys, which are certainly decided endogenously. Assume $\rho = \rho(s, R)$ is the probability of not being affected. R stands for the level of SARS around. $L = L(x)$ is the money equivalent of realized severity. Then

$$\rho_s = \frac{d\rho}{ds} > 0 \quad , \quad \rho_{ss} = \frac{d^2\rho}{ds^2} < 0 \tag{1}$$

$$\rho_R = \frac{d\rho}{dR} < 0 \quad , \quad \rho_{RR} = \frac{d^2\rho}{dR^2} > 0 \tag{2}$$

$$L_x = \frac{dL}{dx} < 0 \quad , \quad L_{xx} = \frac{d^2L}{dx^2} > 0 \tag{3}$$

The household's problem is to select s and x to maximize his expected utility,

$$\underset{s,x}{Max} EU = [\rho(s,R)U(M - sP_s - xP_x) + (1 - \rho(s,R))U(M - L(x) - sP_s - xP_x)$$

where M is the wealth he owns. The necessary conditions for the household 's optimal levels of self-protection and self-insurance are then

$$s : \rho_s U(M - sP_s - xP_x) - P_s \rho(s,R)U_W(M - sP_s - xP_x)$$
$$- \rho_s U(M - L(x) - sP_s - xP_x) - P_s(1 - \rho(s,R))U_W(M - L(x) - sP_s - xP_x) = 0 \tag{4}$$

$$x : -P_x \rho(s,R)U_W(M - sP_s - xP_x)$$
$$- (1 - \rho(s,R))U_W(M - L(x) - sP_s - xP_x)(P_x + L_x) = 0 \tag{5}$$

To be simple, assume $U(W) = W, U_W = 1$, then

$$s : \rho_s L(x) = P_s \tag{6}$$

$$x : -(1 - \rho)L_x = P_x \tag{7}$$

In equation (6), $\rho_s L(x)$ is the marginal benefit from self-protection, P_s is the marginal cost. And in equation (7), $-(1 - \rho)L_x = (1 - \rho)|L_x|$ is the marginal benefit from self-insurance, P_x is the marginal cost. In conclusion, the household maximizes expected utility by equating the marginal cost of influencing probability or severity with the marginal benefit acquired.

It can be inferred that,

a. When L>>0 (P_s is constant for the time being), the lost from the disease is rather disastrous, according equation (6), $0 < \rho_s << 1$; As far as equation (2) concerned, $s >> 1$, the household tends to buy large quantities of self-protection commodities. Furthermore, the demand elasticity

$$E_s = \frac{\rho_s}{s \cdot \rho_{ss}} \tag{8}$$

is very small, $|E_s| << 1$. As a result, when the price goes up, the demand quantity will not decline much.

b. When $R >> 0$, the disease spreads widely, $0 < \rho = \rho(s,R) << 1$. According equation (7), $|L_x|$ must be very small. As far as equation (3) is concerned, $x >> 0$. Furthermore, the demand elasticity is very small, $|E_x| << 1$.

Therefore, there will be a sharp increase in demands for those self-protection and self-insurance commodities if it is proclaimed that the disease is fatal and has spread very widely.

3. Ambiguity, learning and excessive demands

As the public is unfamiliar with the crisis and even the professionals have not found an effective way to control it, the household does not know exactly how the self-protection and self-insurance measures work. On the other hand, he does

not know whether the real situation is worse than it has appeared and how it will be in future. In this case, R, ρ and L are ambiguous, and his demands for these commodities are more complex.

Assume the household chooses between two goods, Q and x with a fixed income. Q is an ordinary commodity. x is self-protection or self-insurance commodity. His objective is to maximize his total expected utility — the sum of current utility $U(Q, x)$ and future utility $EU(Q, x)$, $U(\cdot)+EU(\cdot)$. He knows the utility he will derive from Q but does not know how, if at all, x will offer utility. However, the consumption of x in the first period helps him to increase his expected utility EU in future periods. There are two reasons. (1) He gets information from the consumption about the commodity. For example, when SARS was proclaimed, a variety of goods and measures are recommended to the public. The household does not know which one is more effective, nor the side effects of them. He may get to know this from consumption. So the experiences from first period help him choose from the measures and improve his decision in future periods. It is a process of learning. (2) Self-insurance measures can sustain more than one period. The sooner he takes measures, the better.

Consider the following two kinds of situation.

a.   There is only one period. The necessary condition for his optimal levels of Q and x is:

$$\frac{\partial U}{\partial Q} = \frac{\partial U}{\partial x} \tag{9}$$

Let $(\hat{d}_Q, \hat{d}_x)$ be the solution to the one-period problem. Assume the utility function is concave, then

$$\left.\begin{array}{c} d_x < \hat{d}_x \\ d_Q > \hat{d}_Q \end{array}\right\} \quad if \quad \partial U / \partial x > \partial U / \partial Q \tag{10}$$

$$\left.\begin{array}{c} d_x > \hat{d}_x \\ d_Q < \hat{d}_Q \end{array}\right\} \quad if \quad \partial U / \partial x < \partial U / \partial Q \tag{11}$$

b.   There are many periods. In the first period, the household will choose Q and x so that

$$\partial U / \partial Q + \partial EU / \partial Q = \partial U / \partial x + \partial EU / \partial x \tag{12}$$

Let $(\bar{d}_Q, \bar{d}_x)$ be the solution to the multi-period problem. By the previous assumption, $\partial EU/\partial Q = 0$, $\partial EU/\partial x > 0$, it

follows that $\partial EU / \partial x > \partial EU / \partial Q$. And according equation (12), $\partial U/\partial x < \partial U/\partial Q$. Compared with the one-period

problem, from equation (11), we can judge that,

$$\begin{cases} \bar{d}_x > \hat{d}_x \\ \bar{d}_Q < \hat{d}_Q \end{cases} \tag{13}$$

The household is willing to pay more for x and less for Q than he would in a one-period problem or in a problem that he is very familiar with, for example, just a typical headache.

Therefore, at the beginning when the crisis is reported, two factors will aggravate people's demands for the concerned commodities: (1) their ambiguity about the disease and protecting measures; (2) the expectation that the hazard will last long. If most people plan to preserve more for future needs, this phenomenon will get much worse. The demands seem to be excessive. Only when the people get more information about the disease and the optional measures they can take, will their demands decline gradually.

4. The role of information and policy implications

From the analysis above, four factors are vital to households' consumption decision.

- Threat to be affected.
- Lost if being affected.
- Ambiguity with the disease and optional measures.
- Time the disease will last.

In this view, information about the disease plays a very important role in the demands fluctuation.

First, information about the disease, its fatalness and spreading situation allows people to make their decision in a rational way. Information control, to prevent bad news from releasing, leads to less self-protection and self-insurance than it should be. On the contrary, panic because of rumors or other reasons leads to excessive demands for self-protection and self-insurance, Figure 1(a), which in turn causes a sharp increase in market prices. Therefore, information releasing from authority can stabilize the market, Figure 1(b).

Second, information about the effectiveness and side effects of the commodities helps people to shorten the process of learning. Households are well aware of the commodities and the amounts they really need in every period, Figure 2. In this sense, the suppliers should be prohibited to exaggerate the effect of certain goods. The government sector and intermediations can act as information collectors or supervisors.

In summary, the government can stabilize the market by influencing households' demands through information releasing.

5. Concluding remarks

In public heath crisis like SARS, there will be a sharp increase in the market demands for concerned commodities. To diminish the market instability, the government tends to pay its attention to market supply. The model in this article helps government to understand households' decision of self-protection and self-insurance, and the learning process when they face a new disease. By releasing sufficient and perfect information, the government can stabilize the market more effectively.

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Notes

Note 1. According equation (6): $\rho_s L(x) = P_s \Rightarrow \rho_{ss} L = dP/ds \Rightarrow E_s = \dfrac{ds/s}{dP/P} = \dfrac{P}{L\rho_{ss} \cdot s} = \dfrac{\rho_s}{s\rho_{ss}}$, it can be inferred from

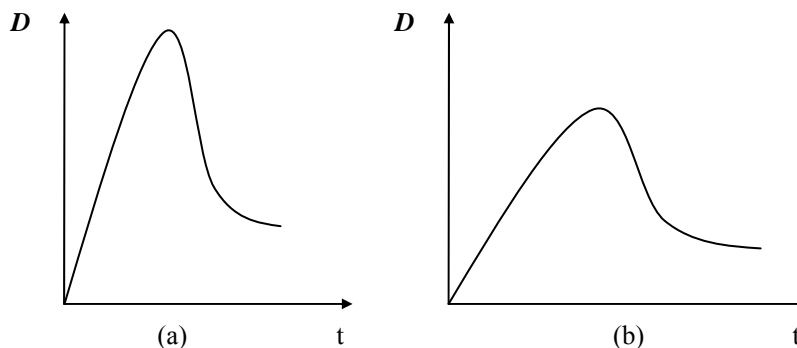equation (7) that $E_x = \dfrac{L_x}{x \cdot L_{xx}}$.

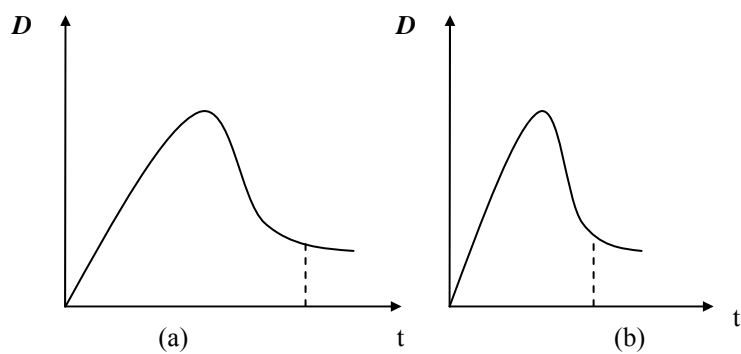Figure 1. The role of information: rational response

Figure 2. The role of information: learning process

The Impact of the North Coast Highway on Socioeconomic Status and Family Life of Residents in Bogue Village, Jamaica

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Abstract

This paper investigated the impact of the North Coast Highway development on the socio-economic well-being of residents living in Bogue Village, St. James, Jamaica. It points out the connection between the new road infrastructure development and the survey respondents' socio-economic status, while investigating the impact of the North Coast Highway on family life. Time spent with families and creation of new economic opportunities were the main indicators of family life. The paper uses questionnaires and interview questions to test the hypothesis, "The North Coast Highway will improve the quality of life of the citizens through increased economic opportunities, reduced travel time and traffic congestion resulting in more time spent with families." The study found that the majority of the survey respondents use the North Coast Highway. Two-fifths of the questionnaire respondents and just over two-thirds of the respondents interviewed reported that they spent the same amount of time with their families; one-quarter of the questionnaire and interview respondents reported that they spent more time with their families; three-tenths and one-eighth of the questionnaire and interview respondents respectively spent less time with their families after the construction of the North Coast Highway. There is greater transport mobility and connectivity with surrounding communities and Montego Bay, and hence increased access to the various economic opportunities and amenities of life.

Keywords: Highway, Socio-economic, Bogue Village, Family life, Respondents, Travel time

1. Introduction

The underlying purpose for transportation investments is to improve accessibility. Accessibility refers to the ease of movement or interaction between geographic locations (Hanson, 1995). The construction of new highways is the "quintessential public sector investment" by which government attempts to encourage economic growth in rural areas as well as in some urban areas (Chandra & Thompson, 2000). Research indicates that highways have significant outcomes for rural inhabitants, bringing economic activities and creating substantial benefits for those who live on the roadsides, compared with those living in inaccessible "off-road" regions (Porter, 2002; Wilson 2004). The construction of new highways also increases the price of agricultural land (Shi et al., 1997), thereby encouraging development. However, other studies have found that new highways reduce the traditional rural economic activities of nearby communities such as agriculture, but enhance and concentrate urban economic activities such as manufacturing and retail in the communities the highway intersects (Rephann & Isserman, 1994; Chandra & Thompson, 2000). Shifting the economic productivity from rural to urban activities promotes urbanization, at least in communities through which the highway passes, as reduced travel time encourages establishment of commerce in previously undeveloped areas. The direct impact of development of a ground-fixed transportation infrastructure such as a highway or its widening may be of two types. The direct impact is likely to be in the form of (i) the increase in traffic carrying capacity and (ii) a reduction in the cost of use of the road infrastructure. These would bring about higher transport mobility and lower travel cost (both in terms of money and time) to the people accessing the highway. An increase in the number of trips (for all purposes together) per day of a household or reduction in the average travel cost (if any) for such trips would be the immediate direct benefits of a highway project. Here, the travel cost may be interpreted as the cost of operation along the highway. The indirect impact of a highway development, on the other hand, would result from the dynamic developmental externalities generated through the forward and backward linkages (Sengupta, 2007). An example of this can be a change in the land use pattern in the areas that receive greater connectivity due to the highway, since there will be changes in the patterns of settlement, location of industries, trading and others services. All these would be reflected in the changes in the pattern of economic activities, income generation, price evolution and employment conditions prevailing in the concerned local region. A new land use pattern may in turn induce greater accessibility to job markets, health and educational facilities, etc., attract investment for the development of feeder roads, power distribution networks, telecommunication facilities and other modes of connectivity among other things leading to a greater access of the local people to markets and infrastructural facilities. All these should have a bearing on the level of well-being of the households, although some of them may not themselves necessarily use more of the highway facility created. These would in turn lead to changes in the level of well-being and human development, through their impact on consumption level, educational attainment, health status, etc. in the local economies consequent to such road development (Sengupta, 2007).

The Government of Jamaica (GoJ) through the Ministry of Transport and Works (MTW), and the National Works Agency (NWA) implemented Segment 2 (Montego Bay to Ocho Rios) of the Northern Coastal Highway Improvement Project (NCHIP) with funding assistance from the Inter-American Development Bank (IDB). The IDB approved a US$59.5 million loan to Jamaica to improve a section of the Northern Coastal Highway in order to reduce costs and assist the development of tourism and other industries. The 92-kilometer section of the road between Montego Bay and Ocho Rios, underwent enhancements that included resurfacing, reconstruction alignment, curve flattening, and realignment. The investment was designed to allow safe traveling at 55 miles per hour in unrestricted areas and 35 miles per hour or less in townships and other restricted zones. The works was implemented in sections and these are: Section 1 - Montego Bay to Greenside (Bougate); Section 2 - Greenside to Rio Bueno; Section 3 - Rio Bueno to Salem

and Section 4 - Salem to Ocho Rios (Ministry of Transport and Works, 2003).

The construction of the North Coast Highway represents one of the largest public investments in Jamaica. It can be seen as a powerful tool for community and national development. Nearly every citizen is affected by the construction of the highway. The highway affects property owners, community-businesses, residences, and municipal facilities through or around which the highways pass. The commuting public - both through and local traffic, which includes many transportation interests is affected. The industrial and commercial interests in Montego Bay and surrounding environs which stand to gain or lose from the new transportation network are also affected. Bogue Village is one of the newly built housing schemes in the Montego Bay region in the last five years. The survey respondents in Bogue Village can be described as living in the 'influence zone' of the North Coast Highway. The community consists of professionals such as bankers, hotel administrators, customer service agents who can be considered as middle income earners and others such as cabinet makers who can be considered low income earners. Factors that distinguish the social groups in the community include the type and level of employment, income earned, and ownership of assets such as property and businesses.   This has bearing on the ability to purchase and own a motor vehicle; the ability to purchase petrol which may affect the frequent use the highway; and the use of public transportation such as taxis and buses. Bogue Village is an excellent choice of all the communities that link and run parallel to the North Coast Highway, as it is a rapidly growing suburban community on the south-eastern outskirts of Montego Bay.   It is one and a half miles from the city centre and it is in the 'influence zone'. The ease of access to the North Coast Highway clearly means that the residents of Bogue Village will be directly impacted. The investigation of the social, economic and environmental impacts of the road infrastructure of the North Coast Highway on this community is vital as it gives information on the residents' perspective and has implications on the quality of life of the persons who use the North Coast Highway. It also helps to test the hypothesis, "The North Coast Highway will improve the quality of life of the citizens through increased economic opportunities, reduced travel time and traffic congestion resulting in more time spent with families."

1.1 Aims and Objectives

Development of transport facilities like road infrastructure in rural or urban areas in Jamaica can play a significant role in changing the socio-economic conditions of living of the people who live in these areas through dynamic externalities that such development often generates. It can in fact be an important element of both direct and indirect interventions for poverty reduction and improvement of socio-economic conditions of the people. However, there is little assessment of the socio-economic impact of an infrastructural project like construction/widening of the North Coast Highway. Therefore, this study investigated the economic and social impact of the North Coast Highway, a major transportation route for the country's North Coast. The study of an independent variable, the highway, provides a useful lens with which to view and understand current socioeconomic perceptions and trends. These trends are presented in terms of frequency of use of the highway, its effect on family life and any economic benefits to individuals or the community. The socioeconomic and family life variables and the impacts of the new highway are assessed based on research conducted in the community of Bogue Village, which runs parallel to and in close proximity to the North Coast Highway.

2. Method

2.1 Sample

Investigative research was conducted in Bogue Village, a community located on the south-western outskirts of Montego Bay, and which runs parallel to and located in close proximity to the North Coast Highway. Bogue Village consists of 392 housing units with an approximately nine hundred residents. The Cochran's sample formula (Cochran, 1977) and Cochran's correction formula were used to calculate the final sample size. Using the statistical formula $n = t^2s^2/d^2$, with a selected alpha level of 0.025 in each tail and an acceptable margin of error of 0.03, the sample size was calculated as 66. The convenience sample size used in the study was 58 residents whose aged from 18 to 72 years. Random sampling was administered and the method of data collection was via personal interviews and use of questionnaires with the residents at their own homes. The sample survey conducted in February 2009 covered the community of Bogue Village. Residents under 18 years of age, or residents who were illiterate, had severe visual, hearing or learning disabilities, or major psychiatric illnesses, were excluded from the survey. Questionnaires were self-administered with trained and supervised facilitators on hand to explain any questions that were unclear. Quality auditing was performed to ensure all questionnaires were completed properly. A total of 50 questionnaires were disseminated and all of these were completed and useable, thus giving a response rate of 100 per cent. The research instrument was a 19-item questionnaire consisting of two sections. The first section collects the respondents' personal employment and household profile. These include demographic variables such as age, gender, occupational status, family type, and the number of persons in household. The second section examines the impact of the highway on the respondents. The question asked looked at how long respondents have been living in the community, use of the highway, means of transportation, and the impact of the highway on their economic status and family life. Answers reported here are the general consensuses of these surveys. Additionally there were eight face-to-face interviews of residents living in Bogue Village. The interview format covered

questions similar to those on the questionnaire. Questions covered by the interviews include:

- nature of employment,
- mode of transportation to and from work,
- distance between work and home,
- most common mode of transportation when using the highway,
- changes in transportation cost since the erection of the highway,
- time spent with family since the construction of the highway,
- benefits derived from highway construction,
- employment opportunities for oneself and one's family since the construction of the highway.

2.2 Statistical Analysis

The data was processed using Statistical Package for Social Sciences (SPSS, Chicago, IL). Results are given as percentages. Analysis of variance (ANOVA) test were employed to examine the relationship between the demographic characteristics of the residents and the impact of the North Coast Highway on their economic status and family life. A two-tailed P-value of 0.05 or less was considered to indicate statistical significance.

3. Results

3.1 Questionnaire

Of the 50 persons who completed the questionnaires, the majority were female (66%) compared to males (34%; Table 1). Most of the respondents (54%) represented the age group 26 – 40 years followed by those in the 41 – 60 age category (22%), 18 – 25 year olds (20%). Majority of the respondents were permanently employed (44%), followed by self-employed (28%), temporary employed (14%) and unemployed (14%). The nuclear family was the dominant family structure with 56%, while single-parent families accounted for 28% and extended families 14%. A total of 76% of respondents have children, with 68% of these persons reporting that their biological children live in their households. The majority of the respondents have two children (28%) followed by those with one child (22%), three children (8%) and four children (8%).

The survey findings indicate that a significant number of the respondents have been living in the community for 1 – 5 years (28%), when compared to those living over 10 years (32%), and those living less than one year (12%; Table 1). Approximately two-thirds (58%) of the respondents do not work in the community. The use of the highway by the residents of Bogue Village was high (96%), with 64% representing daily use, followed by 22%, who use it between 1 – 3 days, and 14%, 4 – 6 days. Private motor car (52%) was the most common mode of transportation when using the highway, while others use public transportation such as taxis (34%) and buses (4%). Most of the respondents (58%) believed that the cost of transportation had changed since the construction of the highway and the majority stated that this was due to increase in gas prices.

In examining the effect of the highway on families living in Bogue Village, the majority of the respondents (40%) reported that they spend the same amount of time with their family (Table 1). The remaining respondents reported that they spend more time (26%) or less time (28%). Approximately three-fifths (58%) of the respondents reported that there were benefits derived from the construction of the highway. These benefits include: better traffic flow, less time spent on the road resulting in early arrival at home, better roads, more space on the roads to drive, easier access to places of recreation, and convenience offered by the use of the highway. A significant number of respondents (80%) felt that the construction of the highway did not provide employment opportunities. Those who felt otherwise stated that persons in the community were employed during the construction of the highway.

3.2 Interview

Eight persons were interviewed, of which the majority were females (66%). Approximately two-thirds (62.5%) of the respondents have been residing in the community for four years while 12.5% has been living in the community for 3 years. The majority of the respondents have four members in their family while 25% has three members and 12.5% has 5, 2, and 1 member(s) respectively. Of the eight interviewees, two were customer service agents, while the others were: banker, cabinet maker, hotel administrator, guidance counsellor, homemaker and unemployed. The most popular mode of transportation was private motor cars used by 62.5% of interviewees while the others use public taxis (37.5%). Most of the respondents (57%) worked within three miles from home while the others worked from 3 – 18 miles away from home. Private motor car (50%) was the most common mode of transportation when using the highway followed by taxis (37.5%).

Just above one-third (37.5%) of the respondents reported that the cost of transportation had increased since the construction, while the others thought that there was no increase. In examining the effect of the highway on families

living in Bogue Village, the majority of the respondents (62.5%) interviewed reported that they spend the same amount of time with their family. The remaining respondents postulated that they spend more time (25%) or less time (12.5%). Fifty percent (50%) of the respondents stated that there were benefits derived from the construction of the highway. These benefits include easier access to roadway and arriving at home in less time, as well as less wear and tear on motor car. Many of the respondents (87.5%) felt that the construction of the highway did not provide any employment opportunities. Those who felt otherwise reported that youths in the community were employed during the construction of the highway.

4. Discussion

A major objective of the study was to examine the social impact of the North Coast Highway on the residents of Bogue Village. The mobility of the survey respondents tended to be social rather than economic in character. Transport mobility is generally characterized by visiting social facilities such as schools, clinics, markets and other basic facilities. The direct economic benefits of proximity of Bogue Village to the North Coast High Way are expected to arise mostly out of enhanced transport mobility. A household living closer to the North Coast Highway should experience greater movement for the purposes of travel for work, business, education and health and thus have a higher 'trip rate'.

Approximately one half of the survey respondents indicated positive perceptions of the North Coast Highway and felt that the new highway has made a positive difference in their lives. The most oft-cited change was the ability to travel well. This means that a person now travels with more ease as there were previously many obstacle potholes and roads in very poor conditions. Other benefits of the North Coast Highway are reduction in flooding because a proper drainage system was constructed; less wear and tear on motor vehicles; improved safety and driving conditions; more trading opportunities as it became easier for people to trade freely because more persons who are selling things from outside were coming to the area. The low and medium income groups have also benefited through trading opportunities created in the area; easier access to places of importance such as supermarkets, schools, business places; improved connectivity with surrounding communities; it became easier for residences of Bogue Village to travel and even hire taxis from Montego Bay and other communities/towns to their homes; marginal increase in the number of trips made into Montego Bay and other surrounding communities because of the improved road infrastructure; and opportunities that the North Coast Highway gave in accessing the various places in a shorter time that is, shorter traveling time. Travel time has improved especially for those residents who own private motor vehicles.

Population and economic growth spur travel demand, which, in the absence of other travel options, result in disproportionate increases in the use of motor cars. From 1980 to 2005, the United States population grew 30 percent (United States of America Census Bureau) while the number of registered motor vehicles increased 60 percent and the number of vehicle miles traveled grew 95 percent (Highway Statistics Series). Chronic under-investment in public transportation and lack of travel alternatives reinforce private vehicle use. Despite recent expansion in public transportation services and resulting record increases in some urban areas, relatively few Jamaicans have access to reasonable or attractive transit options. In Jamaica, the number of private motor cars in the last decade has been steadily increasing and the mobility patterns of individuals do, to some extent, depend on the availability of finances. Income is a big determinant of where one travels to and the mode of transport one uses to get to their destination. The most common means of transport of the survey respondents (both questionnaires and interviews) in Bogue Village was the use of private motor vehicles. Motorized transport is the most convenient and desirable mode of transport in Bogue Village as it makes mobility easier, especially because most of the essential services (supermarket, schools, clinics and hospitals) are located in Montego Bay.

The ability for a region to import and export depends upon the accessibility to that area. Poor roads or a lack of roads greatly hinder the economy. A well constructed highway reduces transportation costs, which allows companies to produce goods at lower costs, increase profits, expand business, hire more workers and generate more income/employment growth in the local economy (Rephann & Isserman, 1995). From this example, one could argue that job growth and development is one of the most powerful methods for the government to increase socio-economic status in a region. Approximately one-fifth of the questionnaire and one-eighth of the interview respondents reported that the North Coast Highway did not provide any economic opportunities for residents of the community. The only source of employment was the actual construction of the highway. The improved road infrastructure as a result of the North Coast Highway could benefit the operations of the newly constructed hotels in Montego Bay and possibly provide employment for some of the residents of Bogue Village.

The family is the basic unit of society and plays a key role in social development. In Jamaica, family life is characterized by: an underlying concept that defines family in terms of "blood" rather than residence or domestic economy (Chevannes, 2000). A large number of female-headed households (44%) exist in which visiting unions and common law relationships are relatively more common than marriage. The extended family is prevalent in Jamaica and the majority of Jamaicans grow up in households comprising some form of extended family members – mostly with mother, grandmother, aunts and cousins (Brown et al., 1993). A larger number of children and elderly members live in

female-headed households.   There is a large proportion of children (19%) living with neither of their biological parents – especially children from low-income families (McDonald-Levy, 1998). In the context of this study, the North Coast Highway will have a direct impact on the families (nuclear, single-parent or extended) that reside in communities in close proximity.

In this study, one of the indicators of assessing the impact of the North Coast Highway on family life is the time that the survey respondents spend with their families. Over the past two decades, social norms and expectations have changed, prompting parents to make "greater investments in child-rearing." Many parents feel they need to keep a closer eye on their children because of concerns about crime, school violence, child abduction and abuse. Published research concludes that fathers and mothers in the United States of America spend at least as many hours caring for their children each week as parents did four decades ago (Bianchi et al., 2006). On average, employed mothers get somewhat less sleep and watch less television than mothers who are unemployed, and they also spend less time with their husbands (Bianchi et al., 2006). With the economic hardship in Jamaica, both mothers and fathers are involved in earning a living which involves traveling to and from work. Financial stress can alter parenting practices by decreasing the time available to spend with children (McLanahan & Sandefur, 1994).

In this study, two-fifths of the questionnaire respondents and just over two-thirds of the respondents interviewed reported that they spend the same amount of time with their families since the construction of the North Coast Highway. One-quarter of the questionnaire and interview respondents reported that they spent more time with their families since the construction of the North Coast Highway. It is possible that these respondents work at home, in the community or within two miles of the community. Approximately three-tenths and one-eighth of the questionnaire and interview respondents respectively spent less time with their families. The survey respondents who spend less time with their families reported that they worked more than two miles away from home and usually spend longer time in traffic in peak hours due to traffic congestion, so they arrive home later than before the construction of the North Coast Highway.

Traffic congestion is a result of too many vehicles crowding available road space along with a lack of alternative travel options. The economic value of time lost to traffic congestion is enormous, but the consequences for family life may be more significant. Parents arriving home from a hard day's work followed by an exhausting and infuriating struggle in traffic are hardly in the right frame of mind to enjoy the little time that they have with their children. Congestion wastes time and affects peoples' quality of life. Time spent in traffic is time that cannot be spent working or with families.

In the study, most of the respondents who reported that they spent less time with their family due to traffic congestion on the North Coast Highway were those who worked more than two miles from home. The traffic congestion on the highway could be due to increased use by motorists who are taking advantage of the improved or new road infrastructure, and/or unexpected events. The volume of motor vehicles on these routes has significantly increased. Among the external costs believed to be associated with traffic congestion are the human stress effects. The uses of private automobiles as well as the inefficient public transportation system and constrained by the availability of housing, workers endure congested commutes and absorb the stressful consequences. The stressful effects of chronic exposure to traffic congestion and other demands of long-distance driving in commuting between home and work has been demonstrated in a series of studies (Novaco, 1992; Novaco et al., 1991). In these studies, traffic congestion has been understood to be stressful by virtue of its impedance properties. That is, it operates as a behavioural constraint on movement and goal attainment, thus constituting an aversive, frustrating condition. As such, it elevates physiological arousal, elicits negative emotional states, and impairs cognitive performance. Other studies have found that high impedance commuting indexed by objective and subjective dimensions, have adverse effects on blood pressure, mood, frustration tolerance, illness occasions, work absences, job stability, and overall life satisfaction (Novaco & Collier, 1994). In addition, dissatisfaction with daily commuting has been found to produce undesirable psychological and psychological responses, including increased negative mood states, increased irritability, and more impatient driving behaviour (Novaco & Collier, 1994). Congestion also reduces access to jobs and other activities, and causes people to rearrange schedules or even change their residence location. Travelers driving in congestion experience increased levels of stress and aggression, especially if they are late or the congestion is unpredictable. Therefore, congestion negatively affects family life as found in this study.

A wide range of effective strategies are available to address congestion.   These are not limited to traditional capacity expansion and bottleneck removal projects. System operational improvements such as traffic signal timing can cost-effectively improve traffic flow. Incident management and traveler information programs can reduce delays due to unexpected congestion (Cox et al., 2007). The economic and social impact data gathered in this study will serve as a benchmark for future studies of the improved road infrastructure of the North Coast Highway. The importance of this study comes from two different perspectives. First, there is little scholarly literature regarding the social and economic impact of highways in the Caribbean on residences in communities in close approximation to the highway. Secondly, this study can form the basis on which further studies can be done which could contribute to policy issues concerning the use of the highway, the socio-economic of the North Coast Highway on families that uses and live in close

proximity, and the monitoring of highway maintenance.

The methodology used in this study involves both questionnaires and interview questions. The use of another method such as a focused group may have provides more useful results. Future studies could be done in communities in a much larger geographic area with a larger representative sample of respondents. The questionnaires could be more improve with more specific questions about family life, looking at key quality indicators of family life. These could include: do you spend more time with your wife/children? Does the highway allow you to participate in more leisure activities with you families in the evenings after work or on weekends? Since there is reduced travel times using the highway does it afford you more time at these social facilities with your family? Do you spend more time with your children bonding or assisting with homework? In addition there could have been psychological questions that deal with how the respondents who spend less time with their families felt and whether there was the evidence of increases irritability and mood swings etc. Additional questions could focus on any change in the nature of the relationship of the respondents with family members after the construction of the highway.

5. Conclusion

This study used questionnaire and interview question to test the hypothesis, "The North Coast Highway will improve the quality of life of the citizens through increased economical opportunities, reduced travel time and traffic congestion resulting in more time spend with families." The study found that the majority of the survey respondents use the North Coast Highway. Two-fifths of the questionnaire respondents and just over two-thirds of the respondents interviewed reported that they spend the same amount of time with their families; one-quarter of the questionnaire and interview respondents reported that they spend more time with their families; three-tenths and one-eighth of the questionnaire and interview respondents respectively spend less time with their families since the construction of the North Coast Highway. There is greater transport mobility and connectivity with surrounding communities and Montego Bay, and hence access to the various economic opportunities and amenities of life. Respondents that spend less time with their families cited traffic congestion during peak hours as a main cause for arriving home later from work in the evenings. Regardless of whether congestion is recurring (traffic regularly exceeds roadway capacity) or on-recurring (predictable and unpredictable events cause delays), there is one root cause of congestion, that is there are too many vehicles crowding available road space, coupled with a lack of travel options. There was minimal direct employment opportunities created due to the construction of the North Coast Highway, however indirect impact could be employment in the tourism industry due the construction of the new hotels in Montego Bay, which has improved road infrastructure. The results presented in this study has support the view that a large public sector investment project on road infrastructure development can improve to some extent the socio-economic well-being of the citizens that lives in communities in close proximity to the highway, especially in the area of employment and particularly, residents of Bogue Village, St James.

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Table 1. Demographics, social and economic variables of respondents in the study

Variables	No.	%	P value
Gender			
Male	33	66	0.001
Male	17	34	
Age group			
18 - 25	10	20	0.05
26 - 40	27	54	
41 - 60	11	22	
> 60	2	4	
Employment status			
Permanent	22	44	0.05
Temporary	7	14	
Self-employed	14	28	
Unemployed	7	14	
Family type			
Nuclear	29	58	0.001
Single	14	28	
Extended	7	14	

Number of Children

0	9	18	0.08
1	11	22	
2	14	28	
3	4	8	
4	4	8	
>4	8	16	
Years of living in the community			
< 1	6	12	0.05
1- 5	14	28	
6 - 9	8	16	
> 10	16	32	
Mode of transportation			
Private motor car	26	52	0.001
Taxi	17	34	
Bus	2	4	
Other	4	8	
Frequency of use of highway			
Daily use	32	64	0.05
1 - 3 days	11	22	
4 - 6 days	7	14	
Time spend with family			
More	13	26	0.05
Less	14	28	
Same	20	40	

Composition of Regional Advanced Culture Forces

and Its Implement Approaches

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Abstract

Based on the comparative analysis on the practice of multiregional economic development, this paper pointed out that regional culture should be divided into two parts: advanced culture and lag behind. It considered that regional advanced economic culture can promote sustainable development of the regional economy only, the author calls this phenomenon as regional advanced culture forces, and then to unite the practice of regional economic development, the author defined the definition of regional advanced culture, analyzed the composition of regional advanced culture forces systematically and deeply, in the final, this paper put forward the approaches to carry out the regional advanced culture.

Keywords: Region, Advanced culture, Forces

1. Introduction

Regional cultural research is relatively weak in the area of regional economy, but Looking at the regional economic development at home and abroad, its cultural influence is far-reaching, sustainable and all-round. After World War II, some of the region which economy developed quickly, not always have rich natural resources, geographical advantages also difficult to explain, thus, it was discovered the importance of the regional culture in the regional economic development. The professor of Harvard University Joseph • S • Chennai (Joseph S. Nye, Jr) considered that a country's comprehensive national strength can be divided into two forms: hard power and soft power, soft power is a major cultural influence, this influence is from a country's cultural system, ideology and social system. In short, the relationship between culture and economic development has created the general concern of every country in the world, and now the integration of economy and culture has become a trend of social development, view of the practice of regional economic development, more and more, regional culture plays an important role among the various regional economic competitiveness elements.

At present, foreign countries focused mainly on analysis of the role of culture in promoting economic growth. Such as: Arthur • Lewis (1983) in a comprehensive analysis of factors affecting economic growth, lie "the wishes of conservation" and "work attitude", "adventurous spirit" on the front; Gangna • Myrdal (1968) turn Lewis' "will" and "attitude" into the "values." Studying on South Asian countries, he described the prevailing conflict between the traditional values and the post-war modernization ideals in these countries; the scholars who emphasized the promotional role of culture to economic development also include Amartya Sen (1999). He believes that the efficient operation of capitalist economy depends on a strong system of values and norms, and so on. Domestic issues on regional culture mostly concentrated on the fields of connotations of regional culture and the relationship between economic development and culture, such as Jingxin HOU (2003), Suling MIN (2004)thought that advanced regional economic culture can promote the development of regional economy, and the lag behind the would constrain regional economic development.

Overall, with regard to the issues of regional culture at home and abroad, only study on the relationship between it and economic growth and then regional development simply. But study on the composition of regional advanced culture forces and its implement approaches systematically also means rare. From practice of a long-term development of

regional economy, the regional culture has become the core and the internal drive of regional economic development. This paper, Therefore, start from the meaning of regional advanced culture and its influence on regional development, analyze the composition, and then study its implementation approaches, is the key issue to promote regional economic development.

2 Regional advanced culture and its forces

2.1 Regional advanced culture

The regional advanced culture in this paper is advanced regional economic culture. Regional economic culture refers to the fundamental values on innovation, entrepreneurship, cooperation, competition in the market and other economic problems for the people in a particular region, including many aspects such as the spirit of innovation, entrepreneurship awareness, strategic thinking, and the concept of integrity, cooperation awareness, and opening thinking way.

Regional economic culture have advanced and the backward points. In the development of the market economy, advanced regional economic culture should be referring to people have strong spirit of innovation, strong sense of entrepreneurship, scientific strategic thinking, unwavering concept of integrity, The obvious sense of cooperation and open way of thinking. Specific meaning as follows:

2.1.1 Strong spirit of innovation

Innovation is the source of continuous progress of human society, the main body of economic activity is the most active one of production factors. So-called "innovation" is the regrouping of production factors, establishing a new production function, such innovations include five aspects: production of new products and open up new markets, new technologies and new methods of production, creation and use of new Materials and new energy, the creation of new business organizations.

2.1.2 Strong sense of entrepreneurship

Entrepreneurship means entrepreneurs to seize the market opportunities, through innovative means, use resources effectively to create new value. Entrepreneurs include promoters of start-ups; also include entrepreneurs who have entrepreneurial spirit in existing businesses.

2.1.3 Scientific strategic idea

The strategic idea of region's leaders determines the future direction of the region. For scientific strategic idea, firstly its meaning is reasonable, in line with the characteristics and needs of current development stage of regional economy, secondly it is forward-looking. Scientific strategic idea is bound to open the way of thinking, because whether reasonable or forward-looking are dynamic, and should be defined in an open system.

2.1.4 Obvious sense of cooperation

In the structure of proceeds of modern market economy, economic development based on the social division must also rely on cooperation and coordination among the economic principal parts. Obvious cooperation awareness, often through communicating information and knowledge-sharing and other means, use social network access to social resources, reduce transaction costs and improve economic efficiency.

2.1.5 Unwavering concept of integrity

The concept of integrity is expensive resources of social bodies' debt moral and economic development under the condition of market economy, it emphasizes giving up short-term opportunism income and get across the long-term credit capital accumulation, to lay the foundation for social relations networks formation.

In elements of advanced regional economic culture, we believe that the spirit of innovation play the most direct and important role for regional economic development. The concept which contact with the innovative spirit closely but not the same is entrepreneurship awareness. Innovation and entrepreneurship are reflected as "entrepreneur spirit", which is a sense of entrepreneurial spirit of entrepreneurs, the main body of entrepreneurship is entrepreneurs and the essence of entrepreneurial spirit is innovation, so we can say innovation is basic functions of entrepreneurs. Drucker pointed out that "entrepreneurs are making profits, and bear the risk; they exploit new markets, guide the new demand and create new customers, a number of ingenuity, distinctive, different people." Therefore, the entrepreneurship is the behavior process based on the innovation; the most important practical significance of innovation is entrepreneurship, which means that innovation is achieved through entrepreneurship. From relations between innovation and regional economic culture, innovative spirit constitutes the main content of regional economic culture, strategic idea, open thinking, cooperation and integrity concept will help the formation of innovation, and it is the important conditions and foundation for innovation. Their relations are shown as in Figure 1.

2.2 Regional advanced culture forces

Regional advanced culture is namely advanced regional economic culture; we can call its influence on regional development as regional advanced culture forces, embodied mainly the core and promotional significance to regional economic development.

Such as utilitarian and open spirit became the source of power to the rapid development of Guangdong. Materialism attitude, open spirit and tradition of doing business to make the people can down-to-earth, tough, character open, receptive to new things, having open way of thinking and courage to innovate, and a strong sense of goods. For such values and open spirit, makes Guangdong can seize this golden opportunity namely the reform and opening up, and developed rapidly, become a bright pearl of China's eastern coastal regions. Tradition of doing business created an industrial and commercial glory in Zhejiang. "Creative spirit, pioneering spirit, the spirit of ideological emancipation and truth-seeking spirit" of its regional culture is not only the basic elements of business spirits, but also the basic elements of regional advanced culture, so the commercial developments in Zhejiang focus attention upon. In recent years, many indicators including economic output of individual and private companies, total sales, retail sales of consumer goods, the export value, the number of the National Private Enterprise 500 in Zhejiang Province, all rank first in the country.

3. The composition of regional advanced culture forces

From a long-term regional economic development practice, the paper figured that regional advanced culture forces mainly including four components as follows:

3.1 To form stronger regional cohesion

The objective world and human civilization is a diversified presence. The diversity of the objective world stems from change of things which is a multi-sport decision and diversified development complex process. Throughout the history of human civilization, along with human progress and development, diversification trend of civilizations has become more evident. The value and values is the soul of culture, cultural diversity will certainly lead to the diversity of value, with the development of regional characteristic economy, regional cultural differences growing significantly, the trend of diversification of the value is also enhanced, thus the conflict of the value is formed. That the diversification of the value triggered the conflict will cause scattered use of regional resources, can not form a joint force, thus weakening of the regional economy's overall competitiveness.

The obvious sense of cooperation of regional advanced culture can enhance people's tolerance, through the value integration, the people would agglomerate multi-forces effectively, form a organic harmonious unified whole, and form the mainstream values which bas been common belief of the members, and thus the regional cohesion has come into being.

3.2 To make the regional principal parts form scientific and strategic way of thinking

Way of thinking dominated behavior choice of economic actors, and regional leaders' way of thinking are leading the strategic choice of regional development; determine future direction of the regional development. Forming scientific strategic thinking is the premise of regional economic competitiveness upgrades.

Scientific and strategic idea of regional advanced culture would make the regional leaders be able to orientate direction of regional development scientifically. Combined with the comparative advantages of the region, such as resource endowments situation, the level of technological development and regional economic period, according to regional economic development stage theory choose the direction of development, at the same time, taking into account the forward-looking of location in order to ensure regional sustainable development in the future, not only focus on the immediate interests, but also consider the long-term development of the region, so that economic actors establish a scientific concept.

3.3 To shape advanced system culture of region

Advanced system culture of region is the skeleton of advanced culture, is the cultural support to promote regional economic development. It will promote the regional government in three areas: First, ensure the supply of system. According to the different period of regional economic development, the difference in regional development strategies, establish and improve relevant systems, create sound systems, while avoiding the situation which system supply exceed demand one, otherwise would hinder the economic development. On this basis, according to regional economic development practice, update institutional arrangements timely; remove the inapplicable system, so as to avoid negative effects. Second, system tilt correct, reflect regional economic development orientation and strategic thinking truly. Third, system support strongly, the corresponding system should be strictly enforced, such a system arrangement can provide a powerful cultural support.

3.4 To form higher making of the people

Human are the main body of regional economic activity, important carriers and users of knowledge resources, and the regional culture decide people's values and ways of thinking, strategic ideology and the formation of ideas, then proceed the next step to affect the regional system cultural construction, in return, which affect the economic behavior of people, through people's economic behavior to promote or hinder the regional economic development. Higher making of the people will continue to upgrade regional advanced culture, and the lower making of the people will affect the regional culture forces.

Stronger innovation spirit, keen sense of entrepreneurship, obvious sense of cooperation, and firm integrity concept of regional advanced culture, all that make the people to form a higher making of the people, promote the regional economic development accordingly.

4. Implementation approaches of regional advanced culture forces

To implement the regional advanced culture forces, we can get across approaches as follows:

4.1 Cultivate innovation and entrepreneurship spirit of the people, and form the opening values which innovation as a representative

That implements the regional advanced culture forces needs starting from individual concept of demos, to cultivate innovation and entrepreneurship spirit. Demos individual is principal parts and micro-foundation of entrepreneurial behavior and innovation spirit in the regional economy. The community needs to encourage risk, abide failure, and recognize the opening values which innovation as representative, form a "bottom-up" cultural change innovation path.

4.1.1 Propagandize entrepreneurial culture, turn official-orientation thinking to business-orientation thinking. Recognition and business-based culture and entrepreneurship are conducive to cultivate entrepreneurship spirit and realize innovation. We need more people to venture to produce "cake" and make the "cake" bigger, change the situation that "consumer is more than producer".

4.1.2 Propagandize innovation culture, realize the change from routinism to encourage innovation, and form opening values which strive for excellence, encourage risk, abide failure, and regard innovation as representative.

4.1.3 Propagandize cooperation culture; achieve changes from self-regard to win-win cooperation. Innovation and entrepreneurial activity not only needs the division of labor, but also need to sparkplug equality and win-win situation, harmonious, and collaborative cooperation culture, promote innovation and entrepreneurship through the division and cooperation.

4.1.4 Propagandize integrity culture; realize changes from immediate interest to long-term effects, from miser to keep faith.

4.2 Exert the governmental action; create innovative system environment

The system supplier is regional government. Exerting the governmental action, creating innovative system environment is a "top-down" cultural change innovation path.

4.2.1 The leaders of government must have a scientific strategic thinking. They could combine with regional economic development situation, economic period and development trends of world economy, to set down the programming for regional economic development, especially sustainable development.

4.2.2 Design reasonable political and business relations; realize changes from "omnipotence governments," "government control" to "limited government" and "government services", to carry out economic macro-control, reduce government interference by the executive.

4.2.3 Guarantee the system supply which encouraging innovation; promote regional advanced culture building. The Government should play a service-oriented role in regulating the legal system, policy designing, and public opinion creating. Improving the system of the intellectual property, government can form protection and encouragement for innovative behavior including adventure. In particular, government should encourage and support the development of risk investment, regard the combination of innovative culture and finance, to establish the financial support system transform into venture capital, form a kind of encouraging risk, allowing failure system.

4.2.4 Establish the antecedence and demonstration area of regional advanced culture, such as select high-tech development zones and economic and technological development zones as the carriers of regional advanced culture construction, and then from point to area, exert the antecedence demonstration action and the spread and radiation function of development zone.

5. Conclusion

In conclusion, regional advanced culture forces is the core of regional economic competitiveness, is the source of driving force for regional economic development. Every region should analyze and define the composition of regional

advanced culture forces according to the regional development practice, and then adopt a "bottom-up" and "top-down" two ways to implement them, to promote regional economic sustainable development.

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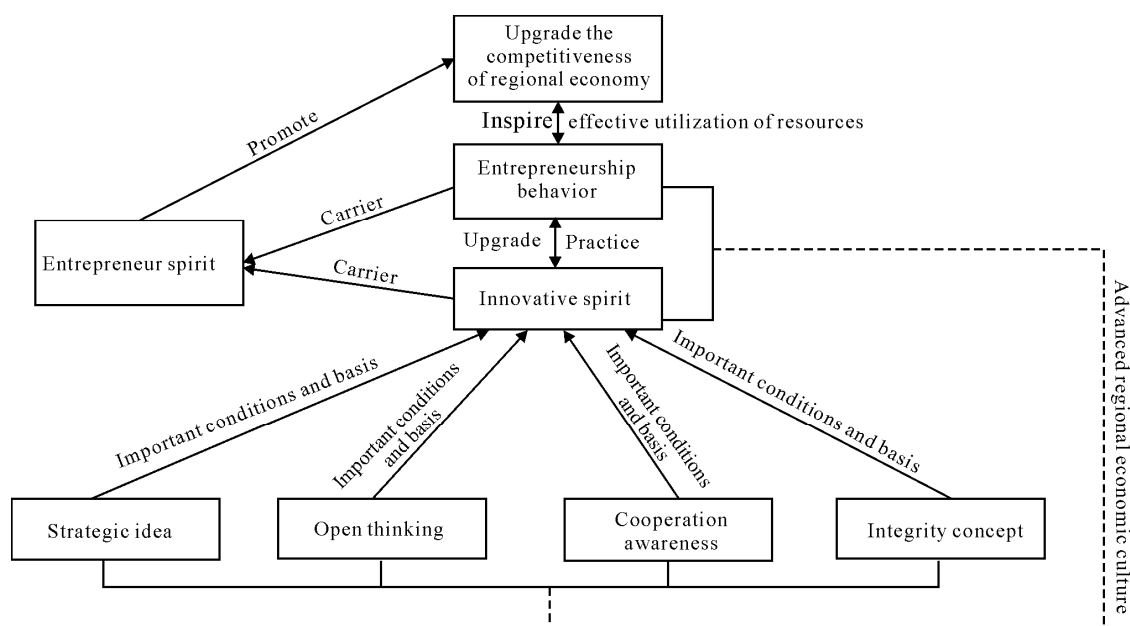

Figure 1. constitution of regional advanced culture

On Translatability of English Idioms

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Abstract

Is Chinese translation of English Idioms possible? This has been a topic of debate for a very long period of time. Many linguists and translators have dwelt on this problem in their books or articles. Some of the popular ideas about the problems of translatability of English Idioms will be introduced in this paper which aims at helping people know more about the translatability of English Idioms.

Keywords: English idioms, Translatability, Opinions, Understanding

Idioms, widely recognized as the essence or the crystallization of language, play a very important role in writing, speech and even in our oral communication. They form an important part of the general vocabulary of every language. Lots of cultural information is embedded in idioms. A good knowledge of their translatability may help us overcome the difficulties in translating idioms. The following are some of the popular ideas about the problems of translatability of English Idioms.

1. Translation of English idioms is linguistically possible

"Because of the many discrepancies between meanings and structures of different languages, some persons have insisted that translating is impossible, and yet more and more translating is done and done well." (Nida, E.A., 2001: 3) It's a fact that some forms of expression are peculiar to idioms, which are extremely difficult to be rendered into another language, especially when the two languages, such as Chinese and English, belong to different families.

However, all human beings live in a shared material world and all human languages reflect their common characters. Although the languages of different peoples vary from one another, they could still conceive the same concepts. For example, the English idiom "to burn one's boats" and the Chinese one "Po4 Fu3 Chen2 Zhou1" possess a nearly-identical similarity in both figurative feature, form, meaning and they are much alike in their origins. The former is related to the Ancient Roman Emperor Caesar: it was recorded that 49 B.C when Emperor Caesar led his men to cross Rubicon River, he ordered his army to break the cauldrons and sank the boats after crossing and showed his determination that he would rather die if he couldn't succeed; whereas the latter is related to an historical event in Han Dynasty of ancient China: it is said that when General Xiang Yu led his army to cross the river, he commanded his men to break their cooking pots and sank their boats to express their determination to win the battle against his opponent Liu Bang. From the two historical events we can see that the two idioms have similar origins. And the metaphors used in the two idioms are very similar, both symbolizing "to sink the boats and cut off all means of retreat". They are similar in the implication, which means "to be determined to do something or to make up one's mind, not to give up till coming to a dead end", thus demonstrates a perfect equivalence of each other. It shows that though English and Chinese vary from one another, they could still conceive the same concepts. (Bao Huinan, 2001: 243)

As Nida said, "Some people have thought each language is so distinct that there is no valid way in which the discourses of one language can be translated into another. But at least ninety percent of the fundamental structures of language are quite similar, and language universals far outweigh the divergences."(Nida, E.A., 2001: 78). These statements show that translation is linguistically possible in most cases. It can be seen in the following examples, "to laugh off one's head" refers to "to laugh in an extreme that one may, or beyond reasonable limits", which can be translated into "Xiao Diao Da Ya" and can be easily understood, though, to some extent, the source language seems very confusing to Chinese people. And "to kill the goose that lays golden eggs" is translated into "Sha Ji Qu Luan", both have the implicated meaning "to sacrifice future gains to satisfy present needs", which show the similarity of English and Chinese and prove that translation is linguistically possible.

2. Translation of English idioms is culturally possible

Nida says "...people of any language-culture have sufficient imagination and experience to understand how the people of another language-culture may rightly differ in their behavior and values." (Nida, E.A., 2001, 79) And these confirm the cultural possibility of translation. For instance, English idiom "to sing a different tune" means "to say or do something that signals a change in opinion because it contradicts what one has said or done before". In Chinese, "Chang Dui Tai Xi" (to sing different tunes) also normally refers to contradictory points of views, but has quite a different usage. It has a strong political connotation and can, in certain contexts, be interpreted as expressing complementary rather than contradictory points of view. It shows that an idiom may have a similar counterpart in the target language, though the contexts in which they are used may be different, their cultural concepts can be conveyed. All these show that translation is linguistically and culturally possible in most cases.

Idioms are usually culture-loaded expressions. In some sense, idioms are the reflection of the cultural concepts of certain social community and they embody the cultural properties of languages in the most concentrated and profound manner. Thus idioms can be regarded as linguistic products of cultures, and they are either restricted by or unique to a particular culture.

People who insist on untranslatability usually stress absolute equivalence in translation, with no loss of information. In fact, this is the controversy about the nature of translation. Catford once said, "The central problem of translation practice is that finding TL translation equivalents." (Catford, 1965: 21). This equivalence is not complete or absolute, but dynamic or functional — just the closest natural equivalent of the original. For instance, when describing an obstinate person, the English people use the idiom, "as stubborn as a mule" while the Chinese liken him to a bull in "Jiang Dei Xiang Tou Niu", meaning "bull-headed"; If a person or a book is very boring or uninteresting, the English consider him or it "as dry as sawdust", while the Chinese would think "he/it is as dull as chewing wax." (Wei Tong Jiao La); When an English is "at the end of his rope", he just reaches a place "where the mountains and the rivers end", that is "Shan1 Qiong2 Shui3 Jin4" in Chinese. Obviously, it is impossible, to some extent, to avoid the loss of information.

3. Conclusion

It has already been proved that translation is linguistically and culturally possible in most cases. If we regard absolute conveyance of all information as the nature of translation, all communication, whether intralingual, interlingual, or intersemiotic, would be deemed impossible, for modern linguistic theorists have proved that no communication can occur without any loss of information. So it is commonly agreed that culture is translatable, and loss of information to a certain extent cannot be completely avoided. Difficult as it may be, translating idioms is mostly possible. They are equally translatable as other linguistic forms.

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Comparison on Police Education

between Chinese and Britain

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Abstract

There is the great dispute on the Chinese police training mechanism, some local public security institutions begin their reform and others are preparing for reform. In order to serve our police educational system better, we compare Chinese police education system with British police training system. The comparison attention is focusing on the origin, status in quo and the courses. Chinese police academic education should follow their own path, not entirely copying the Western countries.

Keywords: Comparison, Police education system, Chinese, Britain

1. Forewords

In early 2008, a message that Public Security University will stop to admit for undergraduate on the network led to the great dispute on the Chinese police training mechanism, which news was reprinted by Nanfang Metropolitan Newspapers and made a national sensational impact all over the country. However, two days later, it was denied by the Ministry of Public Security: the reports about Police Institutions stopping admitting students were not true, and the reform of police system are still brewing, not yet being a formal program. It is undeniable that some local public security institutions begin their reform and others are preparing for reform, so the news about Chinese police training mechanism is not entirely the fake new.

Long before the news spreading, August 2006, I received the information from China Scholarship Council and told me I will been sent to the United Kingdom .As a teacher in Police Institutes, I decided to go abroad to study the Britain newest police education ideas and began to pay attention to the collection of relevant information. In October 2007, I successfully arrived at the Birmingham-the Britain second largest city and began a one-year academic visiting studying in Law School of Birmingham University, a well-known University in United Kingdom, and started to Britain to continue the study of the system. Very luckily for me is that my tutor- Stephen Shute-is a very famous professor in the field of criminal law and criminal justice in the United Kingdom and enjoys a high prestige in the Law Faculty of Birmingham University. Stephen Shute admires my study plan about police training system and expresses a great deal of recognition and praise, moreover he helps contact Birmingham local police station and lets me have the opportunity to learn the police training exercise of United Kingdom face-to-face. In this way, I learn a lot of information and knowledge of police training from the Britain police station and training centers.

2. Origin of two police education system

2.1 Origin of Chinese police education system

Chinese police education system was formed around founding of the PRC. In the 1980s, it started to recover and begin to embark on the development and reach the peak at the turn of the last century. From the early founding to the time of reforming and opening-up, Chinese police education have gone through a long and tortuous but vigor and vitality way, turning the "poor and blank" situation to the successful status quo, especially the quality leap in the new century .But at the beginning of the 21st century, our police education system faces a crucial period-stopping formal police schooling education from the Shanghai Public Security College to People's Police School of Hainan Province to Beijing Police

College. From the basic structure of police education, Chinese police education development has gone through a course of "training to academic education and training", and it is likely to take the history of. Reincarnation from academic education and training to single training.

The first police academy in Chinese public security education history was founded by the Communist Party of China in Linyi, Shandong Province in May 1946, which is the predecessor of Shandong Police College today. In the same year, on the basis of eradicating traitor classes in the Northeast China, the Harbin Public Security School was set up, while the training classes for public security personnel were also held in Heilongjiang, Nenjiang, Songjiang, Hejiang, Suining (Mudanjiang) provinces. All these have become the seeds of public security education in Northeast China. In May 1948, the Northeast Public Security School was established, which is the predecessor of the China Criminal Police University. In July, the Social Department of North China Bureau of the CPC Central Committee created a cadre training class in XiYe Village, Ping Shan County, Hebei Province, which is the enlightenment of Chinese People's Public Security University.

Before October 1949,there are many other school is set up all over the country, such as   training department directly under the Ministry of Public Security Bureau of Inner Mongolia in March 1948 (the predecessor of Inner Mongolia police Vocational College), Tianjin Public Security School in January 1949(the predecessor of Tianjin public security officers Vocational College), Henan Province Public Security School in February (the predecessor of Henan Province Public Security College), Zhejiang public security cadre school in May(the predecessor of Zhejiang Police College), Shanghai police school (the predecessor of Shanghai Public Security College) and Nanjing Public Security School (the predecessor of Jiangsu Police Academy) in June, cadres training class of People's Public Security Bureau of Hubei Province in July(the predecessor of Hubei Police Academy), police cadre school of Fujian Province in August (the predecessor of Fujian Police College), public security cadre school of Jilin Province (the predecessor of Jilin Public Security College) in September .

2.2 Origin of Britain police education system

Until 1829, law enforcement had been lacking in organization. As London expanded during the 18th and 19th centuries the whole question of maintaining law and order had become a matter of public concern. In 1812, 1818 and 1822, Parliamentary committees were appointed to investigate the subject of crime and policing. But it was not until 1828 when Sir Robert Peel set up his committee that the findings paved the way for his police Bill, which led to the setting up of an organized police service in London and then all over the United Kingdom. Britain Police Education System is emerging with the organized police service in London.

In 1929, Sir Arthur • Dixon of Ministry of Home Office submitted a plan of preparing for the establishment of National Police Academy to the police Commission. Lord Trenchard firmly grasped the unique idea and set up a police academy in Greater London in 1934, which was closed in 1939 because of the war. However, it can be said that it creates an education and training opportunities for British police. Now the early Police Staff College, Bramshill, which lies in Bramshill House, Bramshill, Hook, Basingstoke, Hampshire, England, is the principal police staff training establishment in the United Kingdom. It was established in 1948 as the National Police College and accommodated in temporary buildings near Coventry in England. The buildings were forbidding and uncomfortable but during those pioneer years there was created a keen sense of pride and visitors even then were amazed at the dignity and cordiality which is still the hallmark of the College today. Bramshill was renamed in 1979. From 1948 to 1960 it was located at Ryton-on-Dunsmore, Warwickshire, and moved to Bramshill in 1960.

2.3 Comparison on origin of police education system between Chinese and Britain

In this phase of the police education development, there are many local public security cadre schools having set up in order to give policemen the short-term vocational training on skills in Chinese. To a large extent, this period of public security education is to smash the old police force and create new China's public security force all over the country. At the same time, various types of public security education and training classes have set up in many places, but there are no systematic, long-term specialized schools. In general, this period of public security education is a low education qualification. At the same time, for lacking of national police agencies in the United Kingdom, the establishment time of England police agencies is same as the time of police academies. The police academies are very rare and lack of the detail information about various local police training school. The early development of police education in United Kingdom is very simple and clear.

3. Status in quo of two Police Education System

3.1 Status in quo of Chinese police education system

From the end of Cultural Revolution to 1998, Chinese public security education model consists of three forms: general academic education, adult education and vocational training education. In 1998, medium-level education is abolished by the Ministry of Public Security and the present stages of Chinese public security are academic education, undergraduate and graduate levels.

At the end of the 20th century and the beginning of the21st century, base on the "Great Leap" situation of Chinese higher education, a significant portion of our local public security have been upgraded to school-based Academy of Sciences, such as Jiangsu Police Academy in March 2002, Hubei Police Academy in May 2002, Yunnan Police Academy in May 2003, Shandong Police Academy in May 2004, Guangdong Police Academy in May 2004, Sichuan Police Academy in February 2006, Beijing Police Academy in March 2006, Zhejiang Police Academy in March 2007, Fujian Police Academy in May 2007.

Under the Ministry of Public Security's commitment, three academic schools of public security are undergraduate-level schools, while the Chinese People's Public Security University not only is a school of master's degree-level, but also is awarded a doctorate of law litigation and a post-doctoral research center. There are a total of 9 provinces and cities bearing undergraduate academic education of public security in 31 provinces (autonomous regions and municipalities), 10 academic education, 11 higher vocational training, only Hainan Province has no public security education school.

3.2 Status in quo of Britain police education system

Now, the British police education and training system is divided into three levels: First, the National Police Academy, in charge of training the country's senior police officers. Under Part 4 of the Criminal Justice and Police Act 2001, the National Police Academy was established a part of the Central Police Training and Development Authority (Centrex). In 2005 was established as an agency of the European Union (EU) (Council Decision 2005/681/JHA of 20 September 2005), the CEPOL Secretariat. The acronym CEPOL is French and stands for Collège européen de police – European Police College in English. As of the 1 April 2007, the National Police Academy became part of the National Policing Improvement Agency (NPIA) which has replaced Centrex. The NPIA supports the police service by providing expertise in areas such as serious crime analysis, training, operational support and in the development of new policing technologies and skills.

Second, the Scottish Police College is responsible for training police officers in Scotland and the new police. Prior to the Second World War, there was no centralized training for officers of the Police Service in Scotland though the City Forces of Edinburgh and Glasgow provided some assistance in the training of recruits from neighboring Forces. Soon after the war it was decided that all recruits or probationers, as they are termed for the first two years of service, should he trained in a central establishment and, more important, that there should be some form of higher police training for more senior officers. The Scottish Police College commenced training in 1954 following a decision that officers from all Scottish Forces should be trained centrally. The College is located in the centre of Scotland, situated in about 90 acres of parkland. At the heart of the campus is Tulliallan Castle, built in the early 19th Century. On 1 April 2007, the Scottish Police College became part of the Scottish Police Services Authority (SPSA). The SPSA was created as a non-departmental government body by the Police, Public Order and Criminal Justice (Scotland) Act 2006 and provides expert policing and support services to Scotland's eight police forces and criminal justice community, including training, forensics, communications, and data and information technology.

Third, as an Independent Commission on Policing in Northern Ireland, the Northern Ireland Police College (NIPC) was set up as part of the Agreement reached in Belfast on 10 April 1998. The task of the Commission was to provide 'a new beginning to policing' in Northern Ireland. In its report published in 1999 the Commission made 175 recommendations about policing in Northern Ireland. Amongst the recommendations were proposals regarding the composition, size and structure of the Police Service. It also recommended the creation of new accountability structures, and said that Human Rights and community policing should underline all of the work carried out by the Police Service.

There are many other Training Center in local Police station are responsible for the training of local police officers in 43 police station of England and Wales, ranging from the city to the small town, each having their own training centers or training schools. These mandatory training centers are designated by the majority of the training courses, and even learning from the big police training centers. The police training center of London is one of the earliest and large and known as The Peel Center founded in 1934 to commemorate Robert Peel——the British police founder.

3.3 Comparison on status in quo of police education system between Chinese and Britain

From the structure view, the basic police education system is the same between Chinese and British. There are the education and training agencies at the central level and local level, while Chinese police training institutions at the central level has higher authority directly under the Ministry of Public Security. For governments in Scotland and Northern Ireland have greater independence, the police training police only applies to in England and Wales and being null and void in Scotland and Northern Ireland.

In addition, the three levels of training in British are full of vocational education and no educational qualifications. A number of other British colleges and universities, even Oxford University and University of Cambridge have a number of professional police curriculums, and a number of private schools also provide specialized training for police officer in different levels. In China, the police education institutions at all levels provide academic and vocational training, but the more is the former. The police education institutions can award bachelor, master or doctoral degree to the student.

Of course, the main force for training police officers is located in public security organs at county or city. As an individual, the policeman or policewoman can go to common institutions to learn some skill, but this was not the Mainstream.

4. Courses in two police education system

4.1 Courses in Chinese police education system

As an example, we have listed the courses for 2007 undergraduates majoring of investigation in Hubei University of Police and taken a look at Chinese police curriculum. Hubei University of Police asks all 2007 undergraduates majoring of investigation must learn five types' courses in their four-year college time.

The first part is Public Basic Course, which including The basic principles of Marxism, Introduction to Mao Zedong Thought Deng Xiaoping Theory and "Three Represents", Outline of Modern Chinese History, Moral Cultivation and legal basis, College Students Mental Health, Formal logic, College Chinese, College English, Bases and application of computer, Civil law, Administrative Law, Police Psychology, Based Theory about Public Security, Criminal Legal Instruments of Public Security. These Public Basic Courses are total of 858 classes, accounting for 30.7 percent of the total classes.

The second part is Professional Basic Course, which including Introduction to Law, Introduction to Face-battle Police (This is a feature course of Hubei University of Police), Evidence, Criminal Law, Procedural Law, Criminology, Public Order, Criminal Technology, International Crime and Prevention, Anti-drug study, Professional English, Introduction to Domestic Security. These Professional Basic Courses are total of 612 classes, accounting for 21.9 percent of the total classes.

The third part is Professional Course, which including General Investigation, Crime Scene Exploration, Investigation Measures and Strategy, Criminal Information, Pre-trail Science, Criminal Investigation, Economic Crime Investigation, Technology Investigation, Integrated Simulation Training. These Professional Courses are total of 570 classes, accounting for 20.4 percent of the total classes.

The fourth part is Police-training Course, which including Police Skills, Police Tactics, Use of Police Weapons, Police Physical Fitness, Barriers to Cross, Police Swimming, Climbing, Driving. These Police-training Courses are total of 566 classes, accounting for 20.2 percent of the total classes.

The fifth part is Elective Course, which including Situation and Policies, Contemporary World Economics and Politics, Document Retrieval, Art Appreciation, Criminal Psychology, Judo, Martial Arts, Calligraphy, Table Tennis, Aerobics, Re-education through labor, The Art of War, The management of the detention center, Economic Law, Case Literature, Science of Criminal Victims, Psychological Testing, Mathematical Modeling, Civil sense, Management. These Elective Courses are total of 664 classes, accounting for 6.8 percent of the total classes.

From the above, we know that the students majoring of investigation must learn 63 courses in a four-year university time. Every course can get some credits, and the credits distribution and courses distribution at each semester is on the Appendix A: Curriculum and academic credits, timetable for Investigation Student of Hubei University of Police.

4.2 Courses in British police education system

The courses of British Police College are very specific and practical, including laws and regulations, criminal investigation, traffic management, transnational crime, such as electronic monitoring technology with higher levels of education and training content, and how to establish contacts with the parliament, how to deal with other sectors of society, and how to provide assistance to the affected families, and psychological comfort Public relations, and other aspects of education and training content. Building safety, child crime and even "how to deal with stray dogs" are included in the training content.

The Bramshill Police College had provided five courses as follows: the first course is the Special Course which trains young officers of outstanding promise who have been finally selected by Extended Interview (a three-day Civil Service type of assessment using a battery of different tests and interviews). The second course is the Inspectors' Course trains officers of the rank of Inspector for the responsibilities of the middle management ranks of the Service. The third course is Command Courses which trains for senior command and is in two parts: Command Course Part I have as its objective the furthering of the personal development of officers of Superintendent Rank to prepare them for the additional demands and responsibilities of Divisional or Departmental command. Command Course Part II prepares selected officers of Superintendent and Chief Superintendent Rank for the highest posts in the Police Service of the United Kingdom. A number of senior police officers from overseas also attend these courses; from U.S.A., Canada, Australia, New Zealand, and many African and some European countries. The fourth course is the Overseas Command Course which lasts for three months, and is designed to increase the professional competence of senior overseas police officers already serving in or destined for the rank of Assistant Commissioner/Colonel in overseas Police Forces. The last course is planning a New Course which is for the approach to the construction of a new course may well be the best vehicle to

convey some idea of current College thinking. It is stressed however that these proposals are tentative at this stage.

The Scottish Police College offered slightly different courses (Appendix B: The Curriculum of Scottish Police College). From the teaching training program of the Scottish Police College in July 2006,we can take a look at Britain's broad police training courses, from the detective to investigate senior police officer courses, from the course of drugs, the economic survey courses, courses to police child protection course of negotiations, Special courses fraud officers, face drawing courses, crime scene management program to monitor sex offenders, and so on. Here we choose the senior detective training courses as examples of British police training content. Detective Training consists of three main courses supplemented by a wide range of specialist courses. The first part is the core course including Initial Investigators Course, Supervisory Investigators Course, and Senior Investigating Officers Course. The second part is the S.I.O Training course including Review of Major Investigations, Counter Terrorism, Kidnap and Extortion, Senior Identification Manager. The last part is the non-core course including Child Protection Course, Crime Scene Management Course, Drugs Course, Fraud Course, Financial Investigation, Interview Advisors Course, Facial Imaging Course, Family Liaison Officers Course, Family Liaison Officer Mentors Course, Joint Investigative Interview Training for Trainers, Monitoring of Sex offenders Course, Witness Liaison.

4.3 Comparison on courses of police education system between Chinese and Britain

Basically, the curriculum of Chinese police education system is the same as that of ordinary University in Chinese education system. On the other hand, the special focuses on the curriculum of police education system that reflects more the demand of police enforcement. From 4.1 Courses in Chinese Police Education System, we can make a conclusion that Chinese police education system pays more attention to the foundation and basic courses, Public Basic Course accounts for 30.7 percent of the total classes. Professional Basic Course and Professional Course accounts for 42.3 percent of the total classes. Police-training Course is the special-course and accounts for 20.2 percent of the total classes.

While British police training have a much strong practical target, and it reflect its outstanding characteristics that the training must fit the needs of the spirit of the practice. They make enormous capital to the establishment of a series of simulation training room, which is similar to actual environment and the background. These training room include simulation room houses, mainly for research to address domestic violence crime, residential theft, fire, and other on-site investigation and handling of the case; savings simulation room, to consider how to deal with robbery, fraud and other crimes; store simulation rooms, primarily for research to deal with robbery, theft crimes; simulated bar rooms, primarily for research to deal with all kinds of crime in public places of entertainment; drug abuse and trafficking simulation room for the study of the drug traffickers identify, track and search, such as hiding drugs; mock court to practice having to testify in court about the same suspects talks, asked the judge to answer, such as knowledge skills.

5. Conclusion

Chinese current police education system is facing pressure on two sides: on the one hand, our police education system does not meet the development trend of police academic education in today's world. On the other hand, our police education system is facing the education qualifications and lower rate of employment. The employment rate determines the level of police academies in the coming year and the assessment of the inspection, and can even determine the existence of professional schools.

Chinese police academic education has a great contribution to the development of Chinese public security in the long history, and the contribution is still on. The police academic education continues to grow an important part in Chinese education system. But at present, the police academic education is facing a variety of accusation, some are true (such as low employment rate) but others are not entirely the problem of academic education. Chinese police academic education should follow their own path, not entirely copying the Western countries.

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Appendix A. Curriculum and academic credits, timetable for Investigation Student of Hubei University of Police

	Title of Course	Credits	Distribution of Time				Time at Each Semester							
			Theory	Practice	Training	Total	First Year		Second Year		Third Year			Fourth Year
							1	2	3	4	5	6	7	8
The first part: Public Basic Course														
1	The basic principles of Marxism	3	75			75	5*							
2	Introduction to Mao Zedong Thought, Deng Xiaoping Theory and "Three Represents"	6	108			108			6*					
3	Outline of Modern Chinese History	2	36			36		2*						
4	Moral Cultivation and legal basis	3	75			75	5*							
5	College Students Mental Health	1	15			15	1							
6	Formal logic		36			36		2*						
7	College Chinese		45			45	3*							
8	College English		256			256	4*	4*	4	4*				
9	Bases and application of computer		30	24		54			3*					
10	Civil law		52			52				4*				
11	Administrative Law		36			36		2						
12	Police Psychology		34			36		2						
13	Based Theory about Public Security		36			36		2*						
14	Criminal Legal Instruments of Public Security		24		12	36					2			

No	Course													
The second part: Professional Basic Course														
15	Introduction to Law		66			66	2	2						
16	Introduction to Face-battle Police		36		18	54			3*					
17	Evidence		36			36		2						
18	Criminal Law		78			78				6*				
19	Procedural Law		60			60								6*
20	Criminology		30	6		36					2*			
21	Public Order		44		10	54						3*		
22	Criminal Technology		82	50	30	162				2	3*	4*		
23	International Crime and Prevention		22	14		36				2				
24	Anti-drug study		36		18	54						3		
25	Professional English		26		10	36					2			
26	Introduction to Domestic Security		24		16	40								4*
The third part: Professional Course														
27	General Investigation		20		10	30	2							
28	Crime Scene Exploration		52		26	78				6*				
29	Investigation Measures and Strategy		72		36	108				6*				
30	Criminal Information		30		20	50								5*
31	Pre-trail Science		48		24	72				4*				
32	Criminal Investigation		60		30	90						5*		
33	Economic Crime Investigation		48		24	72						4		
34	Technology Investigation		10		8	18						1*		
35	Integrated Simulation Training				52	52								1 weeks
The fourth part: Police-training Course														
36	Police Skills	8	20		150	170	2	2	2	2		2*		
37	Police Tactics	4	10		62	72				2		2*		
38	Use of Police Weapons	4	10		62	72	2	2*						
39	Police Physical Fitness	2	2		28	30	2*							
40	Barriers to Cross	2	6		30	36		2						

No	Course													
41	Police Swimming	2	2		28	30			1 week					
42	Climbing	2	4		32	36			2					
43	Driving	10	10		110	120				5 week				
The fifth part :Elective Course														
44	Situation and Policies	2	110			110	1	1	1	1	1		1	1
45	Contemporary World Economics and Politics	2	36			36			2					
46	Document Retrieval		30	6		36	2							
47	Art Appreciation		30	6		36		2						
48	Criminal Psychology		26			26				2				
49	Judo		10		26	36		2						
50	Martial Arts		10	26		36			2					
51	Calligraphy				26	26				2				
52	Table Tennis		10	26		36			2					
53	Aerobics		10	26		36		2						
54	Re-education through labor		36			36						2		
55	The Art of War		20			20					2			
56	The management of the detention center		36			36						2		
57	Economic Law		34			34		2						
58	Case Literature		36			36						2		
59	Science of Criminal Victims		36			36					2			
60	Psychological Testing		24		6	30								3
61	Mathematical Modeling		40			40								4
62	Civil sense		18			18						4		
63	Management		36			36					4			

Note: * for examination courses.

Appendix B. The Curriculum of Scottish Police College

Type of Course	Course per year	Number on each Course	Complement during year and Duration				
			4 weeks	5 weeks	6 weeks	8 weeks	11 weeks
Senior Command	2	15			30		
Newly Promoted Inspectors	6	15		90			
Selected Sergeants	4	24					96
Basic Recruit Training	12	103				1236	
Advanced Recruit Training	16	65			1040		
Driving Instructors	8	3			24		
Advanced Driving	12	9	108				
Traffic Patrol Officers	12	9	108				
		Total	216	90	1094	1236	96
						Gross Total	2732

Leadership Style and Perception of Effectiveness:

Enlightening Malaysian Managers

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Abstract

In the past, the leadership style of Malaysian managers has been different from our Western counterparts due to strong cultural differences. However, with the advent of knowledge economy and the transformation of workforce, leadership style of Malaysian managers is said to be altered. This research explored the current state of leadership style among Malaysian managers and its effect on the perception of effectiveness. A survey method was employed and the data was drawn from subordinates who were working in private and public sectors in the Klang Valley area. When compared to past literature, the results imply that a shift has taken place primarily with regards to autocratic leadership. Respondents attributed leadership effectiveness to the use of participative and nurturant-task leader behavior. Gender differences were not significantly evident.

Keywords: Malaysian managers, Leadership, Gender

1. Introduction

Reading most Management textbooks would readily reveal that leadership is one of the four management function that needs to be assumed by any manager. Although numerous studies of effective leadership style for managers have been undertaken in the past, interviews conducted with practitioners and indications identified through literature review revealed that the leadership styles that were perceived to be effective in the Malaysian context formerly may no longer bear significance in the current scenario. For example, several managers and subordinates who were interviewed in the process of this study strongly stated that autocratic style that used to be predominant in Malaysian organizations can no longer be relied upon.   In fact they felt that they have the competence needed to carry out their job effectively without needing their superior to keep a watchful eye over them or to tell them exactly what or how to do their job. Fundamentally, they perceive their superior (managers) to be effective if their display a personalized and flexible leadership style.   The informal interviews conducted further revealed another pertinent finding. Subordinates who perceived their leaders to be effective readily divulged that they feel more respect towards their superior and therefore were willing to exert more effort to achieve the objectives set.

This study is a very basic study that intends to empirically explore the type of leadership style embraced by managers in Malaysia, and determine if the style adopted would significantly influence subordinate's perception of managerial effectiveness. Three main dimensions—autocratic/directive, participative, nurturant-task—is used to represent leadership styles in this study. However, readers should take note that these three leadership styles would be referred to as leader behavior interchangeably as these dimensions were measured using statements that represented leader

behavior. We compared our empirical results with the findings of past research on the same topic to determine if a transformation is evident. Furthermore, we intend to investigate the effect of gender differences onto the relationship between leadership style and perception of managerial effectiveness.

2. Leadership among Malaysian managers: The past

Leadership in Malaysia has long been associated with preference for both -hierarchy and relationship (Ansari, Ahmad, & Aafaqi, 2004). With high power distance, Malaysia is characterized as a "situation where leaders have virtually ultimate power and authority, and the rules, laws and regulations developed by those in power, reinforce their own leadership and control" (Hofstede, 2001). "Seniors (superiors or elders) are respected and obeyed. They are the decision-makers and subordinates are obliged to implement. In general, societal norm dictates that juniors do not disagree with seniors. Thus anger and hostility against a superior are suppressed and displaced, and the tendency is to appease the superior" (Ansari, et al., 2004, p.115).

On the other hand, compared to the Western culture, the Malaysian culture has a lot more of a personal human side to it (Abdullah, 1994; Abdullah, Book, Chin, Joon, Long, Noh, Pihie, Saxena, Thong, & Yong, 1999; Hofstede, 2001). Malaysians generally give more importance to the group as a unit and therefore is categorized as a collectivist society. Collectivist cultures value group goals, group concerns, and collective needs over individual concerns (Hofstede, 2001). "Harmonious relationships are emphasized; hence many supervisors and managers shudder at giving negative feedback to their subordinates" (Ansari, et al., 2004, p.115). Fundamentally, leaders are also expected to use their personal power and establish relationship to successfully influence employees.

Ansari et al. (2004) have succinctly reported the attribution of leadership effectiveness based on the findings of several researches (e.g Govindan, 2000; Mansor & Kennedy, 2000; Nizam, 1997; Saufi, Wafa, & Hamzah, 2002). Basically, in the Malaysian context, leader behavior characterized by hierarchy and relationship was found to contribute to the perception of leadership effectiveness.

Another prominent issue in the attribution of leadership effectiveness is gender differences. Manjulika, Gupta and Rajinder (1998) revealed that female managers in Malaysia found that they were discriminated against for promotion to higher ranks even though they performed well. Although the Government implemented the 30% policy of women's representation at decision making levels in the public sector in August 2004, the under representation of women at the decision making levels especially in top managerial positions was still evident. The Statistics on Women, Family and Social Welfare 2006 showed that women at decision making level in public sector consists of 14.8% Secretary General, 10.3% Director General (Federal) and 12.1% are Chief Executive (Federal Statutory Bodies). Whereas in private sector, 7.6% of women are members of Board of Directors and 14.3% is President, Vice President, Managing Director, Chief Executive Officer, Chief Operating Officer, Senior General Manager or General Manager.

Generally, one of the typical barriers for women moving up to senior management position that was highlighted by Oakley (2000) was gender-based stereotypes. In the Malaysian context, Jayasingam (2001) found that compared to most successful female corporate entrepreneurs, least successful female entrepreneurs possessed more of harsh power such as the power to order and punish. However their male counterparts' success was not significantly different in terms of their assertiveness. Several Western based research could provide some insight to this phenomenon of gender role stereotypes. Fundamentally, there is the tendency to respond more favorably to men who are self-promoting and to women who are modest (Giacalone & Riordan, 1990; Wosinska, Dabul, Whetstone-Dion, & Cialdini, 1996). In conducting a stereotype research, Embry, Padgett, and Caldwell (2008) found that while keeping the gender of the manager unknown in the vignette, individuals were more likely to assume a male identity for managers who displayed masculine style, and similarly, assume a female identity for managers who displayed feminine styles. Groves (2005) found female leaders naturally scored higher on social and emotional skills and therefore obtained higher rating for charismatic leadership. But then again, women who are modest will appear less competent (Rudman, 1998). In a nutshell, the choice of leadership style is expected to match the gender role stereotypes, and this expectation is even more evident in the case of women managers.

3. The call for transformation

At the time of Merdeka, the Malaysian economy was primarily agriculture based and followed by industrialization to encourage import substitution (EPU, 2004; EPU, 2007). Eventually, the country moved into an industrial-based economy by the 1980s with the agriculture sector continuing to be an important sector (EPU, 2004). During this era, foreign MNCs were encouraged to set up their assembly and test operations here (EPU, 2007). In 1981, the promotion of domestic capacity building was evident primarily through the creation of HICOM (EPU, 2007). This strategic initiative was followed by the institutionalization of the Malaysian Institute of Microelectronic Systems (MIMOS) with the focus on encouraging microelectronics R&D activities in small organizations (EPU, 2007). Eventually, these sectors evolved "from being labor intensive to being capital intensive, and now are transiting to a technology- and knowledge intensive stage with greater emphasis on higher-end and value-added activities." (EPU, 2004, p.xi).

The advent of the knowledge based economy paved the path for a new generation of workers-- workers who are not only skillful but knowledgeable to cope with the fast pace of changes in the competitive environment. This new generation of workers is often referred to as "gold-collar" workers with the underlying notion that these workers are essentially different from other workers (Amar, 2004; Hislop, 2003; Ribiere & Sitar, 2003). Knowledge workers are highly knowledgeable and thus confidently exercise self-control and self-learning (Awad & Ghaziri, 2004). They look forward to have better work responsibilities, autonomy and empowerment (Tom, 2002; Gapp, 2002; MacNeil, 2003; Jayasingam, Jantan & Ansari, 2007). They do not take pleasure in working under close supervision or rigid control (Kubo & Saka, 2002). They are also willing to take risks and expect to learn from their mistakes. In a nutshell, knowledge workers "have substantially different expectations of their employers than ordinary workers" (Kelley et al., 2007, p. 208).

This calls for a transformation of leader behavior (Gapp, 2002; Jayasingam, Jantan & Ansari; 2008; MacNeil, 2003; Viitala, 2004;). In the speaking notes for Claire M. Morris, Deputy Minister, Human Resource Development Canada on 9 December 1999, she stressed the crucial need to transform leadership skills in accordance to the changing workforce. She further added that, a leader must be able to manage changes and support employees as they move to the new roles whilst holding more responsibilities. More closer to home, the Deputy Prime Minister Datuk Seri Mohd Najib Tun Razak has highlighted an important point whereby he stated that the most vital aspects of leadership in the 21st century is the need to transform and perform. He emphasized that organizations should seriously consider the questions of leadership and making the learning and developing a leader as an investment (Abdul Razak, 2006). Managers should recognize that the global market is so competitive and as a result, a traditional way of instructing subordinates to work will no longer be effective (Awad & Ghaziri, 2004). With the numerous calls for transformation, the first objective of this study is **to determine if Malaysian managers have embarked on the quest for transformation and its influence on the perception of leadership effectiveness.**

The second objective of this study is to examine the **link between managerial gender differences and its influence of perception of leadership effectiveness**. We believe that the role and status of women in Malaysia have also undergone a deep transformation.   Education and employment opportunities have enabled Malaysian women progressively to be well educated and developed them to participate in decision making level at top management positions regardless of public sector, private sector or even political decision making processes in the building and developing of the nation. Despite these developments, women participation at the decision making level at both private and public sector is still unsatisfactory (Manjulika et al., 1998; Statistics on Women, Family and Social Welfare, 2006). Gender role expectations could be a major reason for women being unable to be perceived as effective enough to be allowed into the decision making level. We would like to determine if indeed gender role stereotypes influences the appropriate leadership style to be embraced by women in order to be perceived more effective.

4. Leader behavior and perception of leader effectiveness

Leadership is one multifaceted experience that is growing and has been addressed from different outlooks. A review of the literature (Pearce, Sims, Cox, Ball, Schnell, Smith, and Trevino, 2003; Yukl, 2006) on leadership divulged that there are innumerable leadership models that have been developed to define leadership behavior. Leaders have been explained in terms of character, mannerism, influence and persuasion, relationship patterns, role relationships and as administrative figures.   Deciding on one best model is definitely an impossible task as these models have been proven empirically in various contexts. An analysis of the literature revealed that most of these models tend to have overlapping dimensions which can be summarized into three main dimensions—autocratic/directive, participative, nurturant-task.

These three dimensions are employed accordingly in this study. These 3 leadership styles would be referred to as leader behavior interchangeably as these dimensions were measured using statements that represented leader behavior. The effectiveness of this model has been reported in several studies (see reviews of those of Ansari, 1990, Bhal & Ansari, 2000). In summary, the model that is tested in this study is as depicted in Figure 1.

4.1 Autocratic leader

An **autocratic** leader is a leader who is very strict, directive, makes use of his power of influence from his position to control rewards and force the followers to comply with his instruction (Blau & Scott, 1963; Daft, 2005; Jogulu & Wood, 2006). This type of leader dominates and controls all the decisions and actions by giving instruction and direction to the followers on what to do and how to carry out a task whereby restricting follower's creativity and innovativeness. In most previous studies (see Ansari, et al., 2004), Malaysian managers who were autocratic and directive were deemed effective. However, in view of globalization and the knowledge economy, autocratic leadership may no longer be accepted by the subordinates who are becoming more competent, independent and knowledgeable (Tom, 2002; Gapp, 2002; MacNeil, 2003; Viitala, 2004; Jayasingam, et al., 2007). Hence, it is hypothesized in this study that:

> <u>H1</u>: Autocratic leader will be perceived as ineffective by the subordinates

4.2 Nurturant-task leader

Nurturant-task—a leadership style originally proposed by Sinha (1980)—is a combination of task and relationship oriented behavior with a blend of nurturance. The Nurturant-task style is considered to be a forerunner of the Participative style in the reciprocal influence processes between a leader and his/her subordinates. The uniqueness of the NT model is the priority attached to productivity over job satisfaction (Ansari et. al, 2004). This particular style has been advocated as suitable for Indian organizations (Ansari, 1986, 1990; Sinha, 1980, 1994) and due to the similarities between Indian and Malaysian organization, the nurturant task is regarded another style that can adopted well here in Malaysia. A lot of past studies had evidenced that Nurturant Task leadership is effective (Ansari, 1986; Sinha, 1983; Sinha, Pandey, Pandey & Sinha 1986; Ansari, 1987; Ansari & Shukla, 1987) (cited by Ansari, 1990, p.11-12). With reference to the Malaysian society that is collectivist in nature but with diminishing preference for directives, we hypothesized that:

H2: Nurturant-task leader will be perceived as effective by the subordinates

4.3 Participative leader

Participative leadership involves consultation, encouragement and facilitation between the leaders and subordinates in making a decision (Daft, 2005; Yukl, 2006). Given the notion that workforce are more knowledgeable and are equipped with relevant skills, subordinates would prefer managers who would give them the opportunity to be heard. Instead of suppressing the disagreement to appease their superior as done previously, the new generation of workers would definitely want to have a part to play in decision making. The emergence of this preference for participative style was evident in the findings of several researchers. For example, Govindan (2000, cited in Ansari, et al., 2004) reports that Malaysian prefer consultative and participative leadership. In addition, successful Malaysian entrepreneurs were rated higher on participative style compared to their unsuccessful counterparts (Ansari, et al., 2000). Therefore, we hypothesize that:

H3: Participative leader will be perceived as effective by the subordinates

4.4 Gender and leadership effectiveness

There were ample of researches on gender differences in leadership behavior and leadership effectiveness. Although women have been found to be similar to men in many qualities, stereotypes about their belief and perceptions indicated that they have been rated less influential than men (Burke, Rothstein, & Bristor, 1995). Stereotyping often leads to the belief that women generally have lower level of competence and expertise than men do. Thus, they are perceived to be less influential than men. In order to be considered equally competent with men, women actually have to outperform men (Foschi, 1996). Unlike their male counterparts, women who appear to be too assertive are viewed as violating expectations about appropriate behavior for women (Meeker & Weitzel-O'Neil, 1985). In fact, people tend to assume a manager is male if they portray masculine leadership styles (Embry, et al., 2008). In summary, a female manager that practices autocratic leadership which is more masculine in nature will be rated even more poorly than their male managers in terms of effectiveness because they have violated the gender role stereotype. Therefore we hypothesize that:

H4: The negative effect of autocratic leadership style on the perception of leadership effectiveness would be greater for women managers compared to their male counterparts.

On the contrary, people expect women to be warm, expressive, understanding, compassionate, and concerned about others feelings (Groves, 2005; Martin, 1987; Ruble, 1983; Williams & Best, 1990). Eagle and Johnson (1990) found that effective women managers practiced more participative leadership (cited by Yukl, 2006, p.429). This finding can be attributed to women's nature in general which can be characterized by good attributes and character in interacting with people, possessing better human relation skills, sharing the information and enhancing people's self-worth (Groves, 2005). Therefore the display of leadership behavior reflective of their nature enabled them to be rated highly and slightly more effective than men (Rosener, 1990; Rutherford, 2001). Thus, we hypothesize that:

H5: The positive effect of participative and nurturant-task leadership style on the perception of leadership effectiveness would be greater for women managers compared to their male counterparts.

5. Research design

5.1 Dependent measures

This study is carried out by using a survey approach. There were two sections in the questionnaire—one section looks at the independent and dependent measures whereas the second section focused on the demographic information of respondents.

The initial section measured leadership behavior and effectiveness. The measurement for leader behavior included 30 pre-tested single statement items that looked into three leader behavior dimensions: autocratic, nurturant-task and

participative. These items were adopted from Ansari, (1990), Bhal and Ansari, (2000), and Sinha, (1994). The measure for perceived leader effectiveness incorporated items adapted from Slechta Randy (http://www.lmi-inc.com?Articles/The_Up_Front_Manager.pdf), Daft (2005) and Yukl (2006). These 6 items were submitted for a pilot test to managers and academicians. Based on the feedback received, several items were reworded to enhance understanding.

5.2 Procedure

Self-administered questionnaires were distributed to employees in both, private and public sector. The respondents were asked to rate their immediate manager or supervisor in terms of the leadership behavior displayed and their perception of the manager's effectiveness. We ensured that only subordinates who had worked with his or her immediate superior for more than 1 year received the vignettes. This was to ensure that the respondents had better understanding of their superior's leadership behavior and therefore would be able to provide a more accurate assessment.

Keeping their immediate superior in mind, the respondents were then asked to rate their superior on a scale of 1 (Strong disagree) to 5 (Strongly agree) for the statements that represented the three leader behavior dimensions of this study: autocratic, nurturant-task, and participative and for statements that represented managerial effectiveness.

6. Research site and sample

400 questionnaires were distributed to employees of various industries from private and public sector. The respondents were selected among part time students who were currently pursuing the Postgraduate degree, specifically a Masters degree in Business Administration. Respondents were drawn from the pool of MBA students as they fairly represented a wide variety of industries that encompassed both the private and public sectors. The snowballing method was also employed when MBA students were requested to pass on the questionnaires to their friends who have recently graduated from the MBA program. Only 269 questionnaires were completed and returned, giving a response rate of approximately 70 percent. Table 1 presents the demographic profile of respondents.

Majority of the respondents were highly educated with more than 60% having at least a Bachelor's degree or postgraduate qualification. This may be due to the respondents being mostly officers/executives and managers/senior managers. Only a small proportion of the respondents had a secondary school level of qualifications. This finding supports this study's underlying notion that the workforce are becoming more knowledge-based and therefore may be ready for a transformation in the way they are led.

We had an approximately equal distribution of male (55.8 %) and female managers (44.2%). A large proportion of respondents (74.7%) had worked in their current company and with their immediate manager for 1 - 5 years. A fair distribution in the industry sector was noted with most respondents working in sectors such as banking and finance, manufacturing and professional services. In terms of organization size, most of the respondents were from the large scale companies which had above 151 employees and locally owned company.

7. Results and Discussion

7.1 Goodness of measure

7.1.1 Leadership style

Responses to the 30 leadership style items were submitted to a direct oblimin rotated principal axis factor analysis. Only factors with the eigenvalue more than 1.0 were considered. The factor loadings and cross loadings were examined using the pattern matrix. Finally, only three meaningful and interpretable factors that cumulatively explained 53.66% of the variance were retained. Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.855 and the Bartlett's Test of Sphericity was significant (Chi square = 1092.954, p<0.01).

Table 2 presents the factor structures and the factor loadings of each item and their corresponding cross loadings to other factors. The results confirm that each of the leadership style subscales is unidimensional and factorially different and that all items used to measure a specific subscale loaded on a single factor. A total of 13 significant items were included in the final scale. All these items had factors loadings greater than .40. The other items that were dropped had high cross loadings that were rather close to the factor loadings or low factor loadings (below 0.40).

Table 3 depicts descriptive statistics, inter-correlation among factors, and reliability coefficients. The three subscales documented fairly adequate reliability coefficients, ranging from .68 to .85. These values were close or slightly beyond the recommended .70 level of acceptance (Nunnally & Bernstein, 1994). Furthermore, from Table 3, it can also be inferred that the subscales were moderately inter-correlated (average r = .39), indicating a great deal of independence of the three subscales. Since participative and nurturant-task were conceptually close, they were closely tied with each other. Although the two were interrelated, the r value did not exceed the coefficients of alpha. As one would expect on theoretical grounds, autocratic leadership style was negatively correlated with participative style implying that these two styles were considered to be on the opposite sides of a continuum. The means scores revealed that participative (M=3.24, SD=.73) and nurturant-task (M=3.23, SD=.72) were predominant among Malaysian managers compared to

autocratic style (M=3.07, SD=.82).

7.1.2 Perceived leadership effectiveness

Factor analysis was also performed on the leadership effectiveness to ensure the 6 items represent one factor. The table of the factor loading for leadership effectiveness is shown in Table 4 as follows.

The analysis extracted one factor only as hypothesized. The scale documented a reliability coefficient of 0.89 which was far beyond the recommended value of 0.70 level of acceptance (Nunnally & Bernstein, 1994). The mean value of 3.38 implies that Malaysian managers are perceived to be moderately effective.

7.2 Hypothesis testing

We conducted hierarchical regression analysis to test H1 to H5. In the hierarchical multiple regression, leader's styles (participative, autocratic, and nurturant-task) were entered together in the first step followed by gender of the manager in the next step. The interaction terms between leader's style and manager's gender were entered third.

From Table 5, we can see that autocratic leadership negatively influences the perception of leader effectiveness whereas participative and nurturant-task style positively effects the perceptions of leader effectiveness. Thus H1, H2, and H3 are substantiated.

The interaction terms for manager gender and leadership style was only significant for participative style. Manager's gender was found to be a moderating variable only for the relationship between participative leadership style and perceived leadership effectiveness. Therefore, H4 is not supported whereas H5 is only partially supported. The interaction between manager's gender and participative style is further shown in Figure 2.

From Figure 2, it is noticeable that when participative style is low, women managers received lower effectiveness ratings than the men. However, this difference was minute. A larger effect was noted when moderate to high levels of participative style was used. Women managers who practiced moderate to high level of participative leadership were perceived to be more effective that the men.

In summary, only H1 to H3 was fully substantiated, whereas H5 was partially supported. H4 did not receive any support in this study. The next section will discuss the findings.

8. Discussion and conclusion

Our factor analysis and descriptive statistics results suggest that participative style is the most evident in the Malaysian context. Although autocratic and nurturant-task did emerge in the analysis, it only composed of three items and had reliability values that were slightly above or below the recommended level of 0.70. Therefore the results should be viewed with caution.

Participative style and nurturant-task were moderately correlated. This is expected as both of these styles are characterized by people and relationship oriented behaviors such as encouraging involvement in decision making, providing guidance and support and so on. On the other hand, participative style was negatively related to autocratic behavior. On a simple note, a leader who controls decision making naturally would not be allowing others to participate in the process. As these two behaviors are on the opposite sides of the decision making continuum, the negative relationship is justified.

Our main hypotheses received full support from the data. As hypothesized, the results of this study shows that managers need to practice participative and nurturant-task style and avoid using autocratic style. The use of more participative and nurturant-task style is in line with the collectivist culture of Malaysian employees. Collectivist cultures value group goals, group concerns, and collective needs over individual concerns (Hofstede, 2001). Therefore, employees generally prefer to function as a group and be part of the decision making process. In addition, they also prefer to be provided the needed guidance only when necessary.

Interestingly, we found autocratic power to have a negative influence on leadership effectiveness. In earlier studies (e.g. see Ansari, et al., 2004), Malaysian managers who were autocratic and directive were considered effective. This was attributed to the high power distance here in Malaysia which can be characterized as a situation where leaders' position gives them the authority and ultimate control (Hofstede, 2001). However, with the introduction of k-economy that brought about the birth of a renewed workforce with better skills, expertise and work responsibilities, employees have an increasing need for autonomy and empowerment (MacNeil, 2003). Therefore, they may no longer accept the mere use of position and authority to control them.

Gender role expectation was evident in the case of participative leadership. It was found that when women managers used moderate to high levels of participative style, they received higher ratings compared to the male managers. Similarly, the lack of participative behavior among female managers drew higher negative responses when compared to male managers. It is evident that participative behavior is strongly associated with women, and therefore the failure to fulfill the gender role expectation will draw stronger judgments from their employees. However these differences were

trivial in nature.

No gender differences were noticed for autocratic and nurturant-task behaviors. Generally, as autocratic leadership is deemed ineffective on the whole, it is possible that this style is no longer associated with effectiveness regardless of whether a man or woman manager utilizes it. On the other hand, it is possible that since the Malaysian culture is higher on collectivist culture (Hofstede, 2001), a nurturing style is a norm among both men and women managers.

Generally, the study is not without any limitations. There are many other possible moderating variables that could have been included in the model to obtain more practical results. For example, as the nurturant-task style was said to be the preliminary style for participative behavior, it would be interesting to determine if subordinate tenure and experience has an influence on their preference for leadership style. Although no predictions were made, such pattern was noted in this study. The existence of such pattern could have a significant influence on the ratings of leadership effectiveness. In addition, variables such as subordinates knowledge and skills, the type of industry, may influence the preference for specific leadership behavior. These other important factors were not addressed in this study but hold potential for future researchers. Furthermore, since this study is focusing in people's perception, it would be better for a mixed method to be employed. Although informal interviews were conducted with selected respondents, it is not sufficient to add weight to the findings of this study.

Limitation of this study should be addressed by future researchers. In addition, now that we have bridged the gap between leadership style of managers and its impact on perception of managerial effectiveness among subordinates, it would be interesting to expand this model to include the impact on subordinates work outcomes such as work performance, job satisfaction, turnover intention, or even commitment. The informal interview conducted in the process of this study has implied that subordinates who perceived their managers to be effective tend to have greater respect for them, and are therefore more willing to put in extra effort to please their managers. However, due to time constraints, this research did not empirically validate this finding. Undeniably, this would be an important and interesting area to explore further.

Overall the present research has some obvious implications. Our findings are meant for all managers—male and female. In simple words, autocratic style may no longer work in the Malaysian context. Instead, managers should focus more on treating their subordinates as partners and encourage participation.

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Table 1. Respondents Profile

Demographic variable	Frequency N=269	%
Education		
High School/SPM/STPM	13	4.8
Certificate/Diploma	45	16.7
Bachelor's Degree	135	50.2
Postgraduate	47	17.5
Professional	28	10.4
Others	1	0.4
Position		
Clerical	23	8.6
Officer/Executive	165	61.3
Manager/Senior Manager	63	23.4
Head of Department	8	3.0
Others	10	3.7
Tenure in current position		
1-5 years	201	74.7
6-10 years	42	15.6
11-15 years	17	6.3
16-20 years	4	1.5
21 years and above	5	1.9
Industry		
Banking & Finance	38	14.1
Manufacturing	37	13.8
Professional Service	71	26.4
Others	123	45.7
Organization Size		
100 and below	77	28.6
101-150	31	11.5
151 and above	161	59.9
Nature of Organization		
Foreign owned	73	27.1
Locally owned	196	72.9
Gender of Superior		
Male	150	55.8
Female	119	44.2
No. of years working with superior		
1-5 years	239	88.8
6-10 years	22	8.2
11-15 years	7	2.6
16-20 years	1	0.4

Table 2. Rotated Factors and Factor Loadings of Leadership Styles Measures

Items	Factor		
	1	**2**	**3**
Participative Leadership			
1. Lets his/her workers solve problems jointly	.627	-.004	-.105
2. Mixes freely with his/her workers	.680	-.116	.000
3. Goes by the joint decisions of his/her group	.497	-.178	-.076
4. Allows free and frank discussions whenever situation arises	.628	-.276	-.166
5. often takes tea/coffee with his/her workers	.607	-.020	.178
6. Makes his/her workers feel free to even disagree with him/her	.621	-.263	-.051
7. Is informal with his/her workers	.605	.122	.039
Autocratic leadership			
1. Keeps important information to himself/herself.	-.025	.667	.037
2. Behaves as if power and prestige are necessary for getting compliance from his/her workers.	-.121	.526	-.136
3. Demands his/her workers to do what he/she wants them to do	-.061	.485	.047
Nurturant-task leadership			
1. Goes out of his/her way to help those workers who maintain a high standard of performance	.040	.218	-.401
2. Encourages his/her workers to assume greater responsibility on the job	.385	.151	-.521
3. Takes personal interest in the promotion of workers who work hard	.399	.021	-.582
Eigenvalue	4.502	1.843	1.167
% of Variance	32.16	13.16	8.34

Note. Underlined loadings indicate the inclusion of that item in the factor.

Table 3. Descriptive Statistics, Cronbach's Alpha , and Correlations of Leadership style measures

Bases of Power	1	2	3
1. Participative	.85		
2. Autocratic	-.39**	.68	
3. Nurturant-task	.38**	.17	.71
M	3.24	3.07	3.23
SD	0.73	0.82	0.72
No.of Items	7	3	3

Note. N = 305; **p < .01;   *p < .05; Diagonal entries indicate Cronbach's coefficients alpha.

Table 4. Factor loading of Leadership Effectiveness

Items	Factor
1. Point out specific behaviors of workers that need to be changed	0.513
2. Works with workers to improve their skills in specific situations	0.883
3. Invest time helping workers to stay focused on their goals and to increase their productivity	0.884
4. Empowers workers to carry out their responsibilities	0.820
5. Work with each workers to identify specific problems and to outline action steps each can take to produce better results	0.866
6. Provides clear instructions and explanations to workers when needed	0.819
Eigenvalue	3.917
% of Variance	65.291
Cronbach's Alpha	0.890
Mean	3.38
SD	0.83

Table 5. Hierarchical Regression Results Using Manager's gender as a Moderator in the Relationship between Leadership style and Perceived Leadership effectiveness

Independent Variable	Std Beta Step 1	Std Beta Step 2	Std Beta Step 3
Model Variables			
Autocratic	-0.110*	-0.106*	-0.094
Participative	0.597**	0.604**	0.500**
Nurturant-task	0.201*	0.200**	0.270
Moderating Variable			
Manager's gender (dummy)		0.038	-0.084
Interaction Terms			
Manager's gender*Autocratic			-0.026
Manager's gender *Participative			0.483*
Manager's gender *Nurturant task			-0.338
R^2	0.553	0.554	0.566
Adj R^2	0.548	0.548	0.554
R^2 Change	0.553	0.001	0.011

*$p < 0.05$, **$p < 0.01$
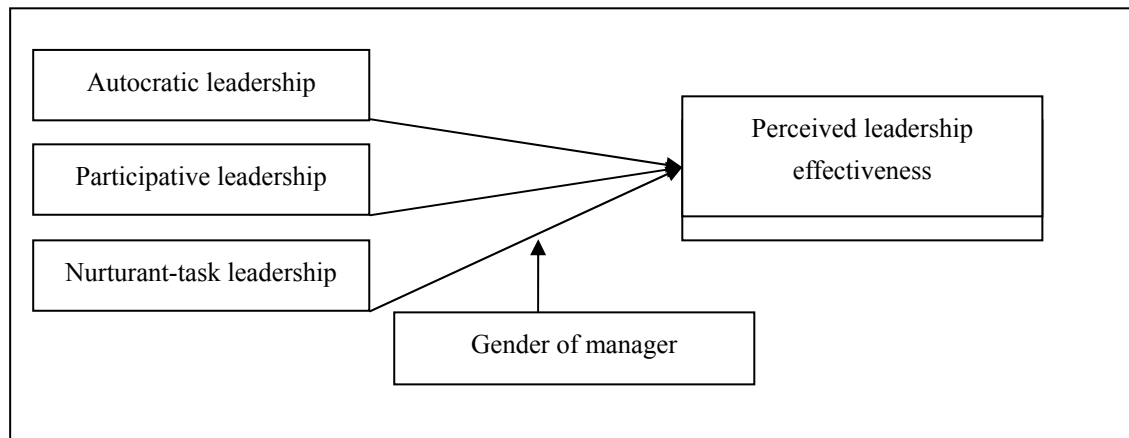
Figure 1. Proposed theoretical framework
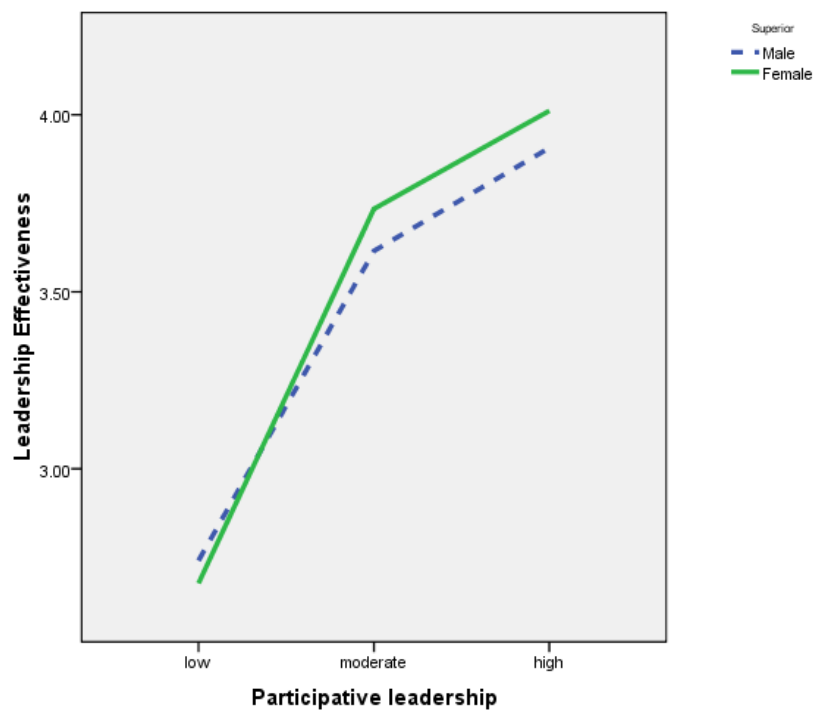
Figure 2. Moderating effect of manager gender on participative leadership and perceived effectiveness

Moving beyond the Intermediate EFL Learning Plateau

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Abstract

Plateau phase is an unavoidable stage which may happen constantly during the process of English language learning. This paper points out the plateau manifestations and causes, it also provides ways of overcoming and shortening the intermediate EFL learning plateau from the learner's perspective.

Keywords: Learning plateau, Intermediate learners, Learning strategy

1. Definition of learning plateau

Plateau of learning is a terminology of educational psychology. It describes such a phenomenon that in the process of learning a new skill, the learner, in spite of efforts and practice, makes no perceptible progress (Collins et al. 1973: 157). In short, plateau implicates that one comes to another period of little or no further progress (as seen by a flat part on a learning curve) in study after making rapid progress initially. After a period of time the learning plateau is followed by further learning.

2. The distinction and relationship between plateau and fossilization

Selinker (1972) proposed the definition: "Fossilization is the phenomenon that linguistic items, rules, and subsystems of speakers of a particular native language tend to persist in their interlanguage relative to a particular target language. The age of the learners and the amount of input they are exposed to have no defossilizing effect". Selinker (1996) classified fossilization into temporary fossilization and permanent fossilization. Temporary fossilization is the prelude of permanent fossilization. Temporary fossilization is also called "plateau period" (Dai Weidong & Niu Qiang 1999). In this paper, "plateau" is adopted to refer to the phenomenon of temporary fossilization. In brief, the term *fossilization* is used to refer to the permanent state and the term *plateau* to refer to the temporary, reversible state.

3. Plateau manifestations

There are two ways of diagnosing plateau of EFL learning. One is to examine the outcomes of EFL learners by using standardized tests to measure their achievement in English language proficiency. The other is to observe the performance of EFL learners at any time in the learning process. Plateau of EFL learning can be observed both in the behavior and the psychology of learners. In behavior, the learners do not make active response to the teacher's instructions as they used to do. They often complain that they are not improving or even lagging behind in their college English learning, especially in the second year. Once learners have arrived at an intermediate level of language learning, progress does not always appear to be so marked, and making the transition from intermediate to the upper-intermediate or advanced level sometimes proves frustrating. Although the teachers were imparting new knowledge of language unceasingly, the students couldn't make use of it. Their comprehension is improving, but their expression stays stagnant on the whole. They feel English is too difficult to learn, and they say they cannot remember new words. They often delay handing in exercise books. They become more reluctant to join in listening-speaking activities, etc. Some may feel they have arrived at a plateau and making further progress seems elusive, despite the amount of time and effort they devote to it.

Inevitably, learners who have reached the intermediate level will have somewhat different language use profiles and learning needs, but the following problems are often encountered: psychologically, sensations of depression and loss of self-confidence can be found out among these English learners. Concerning the language performance, students have

the feelings of stagnation and they are having difficulty in pronunciation, writing, speaking, grammar, vocabulary and understanding. The details are listed as follows:

3.1 There is a gap between receptive and productive competence

Learners may have made considerable progress in listening comprehension and reading, but still feel inadequate when it comes to speaking skills.

3.2 Fluency may have progressed at the expense of complexity

Learners may make primary use of lower-level grammar, as well as vocabulary and communication strategies to express their meaning and may not have acquired more sophisticated language patterns and usage characteristics of more advanced second-language users.

3. 3 Learners have a limited vocabulary range

Vocabulary development has not progressed sufficiently. Learners tend to overuse lower-level vocabulary and fail to acquire more advanced vocabulary and usage.

3.4 Language production may be adequate but often lacks the characteristics of natural speech

Learners' English may be fluent and grammatical but sounds too formal or too bookish.

3.5 There are persistent, fossilized language errors

Errors that are typical of lower-level learners reappear in certain circumstances despite the amount of time and effort devoted to correcting them.

4. The causes of the plateau phenomenon

Language learning seldom moves ahead at an even pace. Learners face spurts and slow-downs in their perceived progress. Intermediate students often feel they are stuck and are not making significant progress. This is partly because, in the early stages of learning, they can see a clear course ahead and can mark off the hurdles as they successfully tackle them. By intermediate stage, a lot of the learning process involves consolidation and extension of existing knowledge so it is harder to see what has to be achieved and to recognize when the achievement has been successful. Teachers should explain the typical learning curve for language acquisition. On the learning curve, big improvements come very quickly; then the rate of improvement slows right down to almost nothing (Rowntree, 1981: 153). In another word, at first it is steep but then levels out.

We can analyze the causes of the plateau phenomenon from different points of view. There are both external and internal factors which intervene English learning, some internal factors, such as interest, time and learning strategy play an important role in the formulation of learning plateau; while some external factors, such as teaching approaches, input and learning environment also figure a lot in the process.

5. Overcoming the plateau phase phenomenon

In fact, any theories and approaches to foreign language teaching, any foreign language pedagogical curriculum and syllabus, any teaching materials and strategies, no matter how marvelous they may sound, make no sense without the learner's active participation and appropriate learning strategies. Here I would like to discuss two categories of factors that the EFL learner has to consider in order to overcome plateau of learning or to prevent it from occurrence. They are personality factors and learning strategies.

5.1 Personality factors

It is generally accepted that there are certain personality characteristics which are helpful or detrimental to successful language learning. For example, outgoing students with histrionic talents tend to be more successful language learners than students who are more inhibited or introverted. Classroom observation generally gives support to this assumption. In recent years, quite a number of systematic investigations have also found positive evidence (Brown, 1980; Mcdonough, 1981; Littlewood, 1984).

Foreign language learning demands flexibility and openness to new language norms and norms of social behavior. So a learner who is ready to accept new norms from different cultural community is positively correlated with the integrative motivation and successful language learning. Good language learners are not necessarily those to whom a language comes very easily, but they have persevered, have overcome frustration, and have, after many trials and errors, achieved a satisfactory level of language proficiency (Naiman et al, 1978). One group of personality variables distinguishes successful task orientation, ego-involvement, need fulfillment, goal orientation, perseverance and risk-taking tendency (Stern, 1983).

When an EFL learner is on plateau of learning, the affective factors become more obvious. The learner becomes sensitive and easily gets to be embarrassed when communicating with others. The teacher, in this case, should pay special attention to maintaining the learner's motivation for further learning. And the learner should review his own

personality that hinders him from progressing in EFL learning. A good and positive rapport between the learner and the teacher, the learner and his peers certainly helps the learner on plateau of learning to minimize the negative effect of affective factors.

5.2 Learning strategies

Inappropriate learning strategies have contributed a lot to the formation of EFL learning plateau. To develop suitable and effective learning strategies then becomes an important way of overcoming the plateau of learning. The study found that "...good language learners take advantage of potentially useful learning situations, and if necessary create them. They develop learning techniques and strategies appropriate to their individual needs". (Naiman et al, 1978:25) The successful learners tended to make a combination of formal self-instruction with the attempt to immerse themselves in a communicative setting (Qiu, 1997:17). From the studies of successful language learners, four sets of learning strategies have been derived:

5.2.1 Good learning involves first of all an active participation

The good EFL learner tries to expose himself to the target language input as much as possible and actively participates in communications using his learned linguistic knowledge.

5.2.2 The good EFL learner employs a deliberate learning strategy

Foreign language learning is, to some extent, a perceptual and cognitive task, and good EFL learners are prepared to study and practice. They analyze the language and develop the necessary techniques of practice and memorization, through which they exclude the first language more and more until they acquire internal standards of grammaticality and appropriateness and use English to meet communicative needs.

5.2.3 Good EFL learners are likely to employ a social learning strategy

In early stage of learning, they recognize their dependent status and strive to learn linguistic knowledge from the teacher, teaching materials and all other possible language sources. As they progress, they turn to seek communicative contact with native-speakers and the English community either in person or through writings. In spite of their insufficient language proficiency, good EFL learners tend to develop and use communication strategies, that is, techniques of coping with difficulties in communication. They constantly try to improve their communicative competence by being actively involved as participants in authentic use of English for communication.

5.2.4 Finally, good EFL learners tend to use an affective strategy

They cope effectively with emotional and motivational problems of EFL learning. English learning causes specific affective problems such as anxiety, frustration, nervousness, language shock and stress or culture shock and stress, etc. In face of these difficulties, good EFL learners approach the learning task in a positive frame of mind, try to overcome frustration, and persist in their efforts of learning English (Stern, 1983).

From these learning strategies of successful EFL learners, the Chinese EFL learners can derive helpful guidelines to overcome plateau of learning. Productive work, instead of receptive work, is more meaningful to overcome plateau of EFL learning, for when one has something to express he has a demand for higher language proficiency. When one has a demand, he is more likely to take in the supply.

5. Conclusion

Plateau phase is an obstacle that the students must overcome during the process of foreign language learning. Teachers should help the students to understand that in the intermediate phase, they are deepening their knowledge and gaining confidence. As part of this process, they are also becoming much more autonomous as language users: more capable of using the language in individual ways.

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On the Motivation and the English Achievement

in the Senior Middle School

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Abstract

Motivation is one of the important factors that influence English learning achievement. That's true of the students in the Senior Middle School. In order to improve the students' English performance, a research by means of a questionnaire and an interview is done in a key Senior School on the motivation in learning English in order to improve the English teaching. The results showed that the motivation has a close relationship with the students' performance. But the different strength in motivation will lead to different learning efficiency. So to help the students to maintain a proper strength in English learning motivation is very necessary for the teachers in the daily teaching procedure. Finally, some suggestions are available to the teachers.

Keywords: Motivation, English learning performance, Senior middle school

I. Introduction

As we all know, motivation is one of the most important factors that will influence students' English achievements or Performance. It has a close relationship with students' success or failure in English teaching in the Senior Middle School. Therefore, Teachers must pay more attention to this aspect. As Gardner (1985) emphasized that the motivation constructed the primary factor to influence students on English learning.. He believed that motivation for language learning can not only include goal orientation but the combination of effort, desire to achieve the goal of learning the language and favorable attitudes toward learning the language. And the core of his motivation is the dichotomy of integrative and instrumental orientations. (Zhang Suyan, 20)There exists a great dispute about the effect of the kinds of motivation on the English study performance. Lukmani discovered that the learners with instrumental orientations will be easily successful in English Learning than those with integrative motivation. Similarly Lzzo discovered in his survey that students with instrumental motivation will make great success in foreign language learning. But Burstall discovered that those two motivations have been parelleled connected with the success of a foreign language study closely, unable to distinguish which effect is more or less. Gardner gives a great impetus to the motivation theory development. On the base of him, Graham divided the motivation into integrative motivation and assimilative motivation. (Zhao Ju, 2003, 12).

However not all researchers in the world agree with Gardner's theory. Hungarian psychologist Dornyei brought forward three-level mode: language level; learner level and situation level. Language level includes the motivity every part of language produced on the learners; Learner language means the features of individual difference, among which the most important is the need for success and maintenance of the learners' self-esteem; the situation level are those factors including the impetuses by teachers and group. Differently Brown divided the motivations into three types: global motivation, situational motivation, task motivation. (Zhaoju, 2003, 12). .Besides there are other different voices on this subject at home .Wen Qiufang (1996, 174) explained motivation as the reason for studying English and the aim of learning English. She divided the motivation of learning English into two groups: surface motive and deep motive.

People with surface motive tend to get a degree, a good job or a higher pay; people with deep motive tend to study English for great interest and for extension of their knowledge. In her research, she finds out to know about one's own motivation type will do good to further study. In this article, the theory outline mainly comes from Wen Qiufang (1996).

The author intends to make a research on the English learning motivation in a Senior Middle school, which is one of the three key senior middle schools in a little city, or rather, the third one in the quality of the students' performance. Many students come from the countryside with a poor foundation and little interest in English. A number of students have not their own goals in English learning, just following the teacher blindly. Seemly they are forced to do that. They do not know how to learn English well. As a result, we can imagine what their English performances are like. In order to narrow down the gap between the school and the other two key schools, the   headmaster encourage the author to do a research on this problem, hoping to find out the reason for that   and to solve the serious problem , making students learning English actively and efficiently finally.

2. Research design and data collection

2.1 Subjects

The subjects in this survey are the students in three different classes from the three grades randomly. The total number is 180. The reason why I choose subjects in this way is that the survey is intended to get overall information on motivation of the students in the school in order to get valid information from a big sample. The large sample can to a certain extent make sure the validity of the research.

2.2 Research instruments

The instruments used in the study were one questionnaire (for the students) and eight guide questions for the students interview. The questionnaire is made according to Wen Qiufang. This questionnaire is made up of ten questions, which are all translated into simple English.   Each questions have five choices marked with the score value:"1,2, 3,4, 5" to represent the different meanings: 1. This sentence is never true of me or almost never true of me. 2. This sentence is seldom true of me. 3. This sentence is sometimes true of me. 4. This sentence is usually true of me. 5. This sentence is always true of me. It's not difficult for the senior students to understand

2.3 Procedures for data analysis

2.3.1 Questionnaire

Choose a suitable day when students have enough time to cooperate with the questionnaire. Before they do, the requirements must be made clearly enough to all the students.   After collecting the information from the subjects, the data were input into the computer. By means of the Statistical Package for Social Science (SPSS), we can draw some information about the students' response to each question. Judging from the mean of each question used by students, we can know how forceful they are in motivation. We can also calculate the correlation between the motivation and English performance. Then according to the statistics theory, we can look into the inner relationships between the motivation and the students' English performance.

3. Type of data

According to the questionnaire, we can get two kinds of students: students with super-motive and deep motive.   If the questions from number 1 to number 5 can add up to a score from 17-25, and the scores of the questions from number 6 to number 10 can have a total mark from 5-16, we can conclude that the student's motivation is mainly surface motivation. On the other hand, if we got a rough mark between5-16 from the question 1to question 5, or a mark about 17-25 from the question 6 to question 10, we can judge that the student have a deep motive. And then, we can make a form showing the correlation relationship between the motivation type and the English performance and also the relationship between each question about the correlation and the English performance.

On the other hand, an interview was made among those classes the subjects are from. The number is about 18, and the English performance had better are in different score distribution: two top, two middling, two bottom students in each class. During the interview, the subjects are asked to answer the following questions concerning their motivation in learning English:

1. How are your feelings about your English learning?

2. How do you think of the English learning?

3. Do you adjust to the English teaching now?

4. Why do you study English?

5. What obstacles do you have when you study English? How do you deal with them?

6. Do you like English? Why?

7. Do you like the teaching now?

8. How do you look at the function of interest in your study?

The above questions are some open questions. From those questions, the inner world of the students can be look into. Combined with the results from the questionnaire, we can make sure the validity of the research.

4. Type of analysis

When analyzing the questionnaire with the help of the SPSS, the author is doing a kind of quantitative analysis; while using the interview, the author is doing qualitative analysis. The qualitative analysis and quantitative analysis are combined here to enhance the validity of the research. The interview can help the research find out the truth behind their choices. In qualitative analysis, the researcher can base his or her interpretation or conclusion on the daily observation.

5. Results and discussion

If the results show that the students are mainly super-motive oriented, this means they are in a state of being forced to study. Some of those students usually are lack of activity and direct interest when studying English. Though they have some indirect interest, it cannot support them for further studies with higher difficulty. Combined with the information from those students with super motive, the truth can be found: Not all the students feel uninterested in the English from the very beginning but lose the interest as the difficulty in English learning increases because of lack of enough perseverance. Others become frustrated when they can't make progress in English learning. If so, they may be in hot water and hard to throw off it.

If the results show that the students are type of deep-motive, those students must have very deep interest in what they learn. Interest has two kinds of classifications: direct and indirect interest. The former is caused by the learning course and the knowledge. The latter is decided by the students' cognition in the learning activities .If students are lack of direct interest, studies will become a kind of burden, boring and dull; if they have no indirect interest, they will be easy to lose heart and perseverance in the English. But those students should keep up this motivation in case it changes into surface one. They should monitor the changes so as to make any adjustment. From the above survey, we can also draw a conclusion that motivation and learning strategies can supplement to each other.

6. Suggestions

Teachers should try their best to stimulate students' enthusiasm in learning English in order to improve teaching efficiency. How can teachers do when they teach students English? Several suggestions are available: to help students realize the significance of English in the world and the value of learning English; to provide all kinds of opportunities for students, making each student experience the pleasure from the success in learning English so as to set up self-respect and self-confidence; to change teaching methods and styles according to the interest and the learning contents of students; to try to put the contents students learn from the English books into real contexts; to clear the atmosphere of anxiety in learning English and support and comfort students when they fall into learning disorder . The most important is to make friends with your students and to understand, encourage, make allowances for the students by all means.

As for students, a best choice for them is to follow the instructions and the suggestions when they study, and they had better adjust their cognition, strategies to their studies.

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On Assortment and Implementation of

Modern Mass Customization of Apparel

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Abstract

In this paper, the author mainly discusses assortment and implementation methods of mass customization nowadays. Through investigation of market requirements of mass customization, the author proposes the major assortment of mass customization of apparel: personal customization aimed at high-level customers, group customization aimed at group customers, marketplace customization aimed at tradesman ordering, original brand customization aimed at foreign trade ordering, and alteration customization on standard ready-to-wear clothes. And also features and implementation methods of these kinds of customization, including fast design method, production management method, customer relationship management method and resource reuse method of mass customization and mass production.

Keywords: Mass customization of apparel, Assortment, Methods

1. Introduction

Today when technology is highly developed, previous rag trade is now going through an unprecedented revolution, and modern apparel has also entered a brand-new development phase. With fast development of the economy, continual advancement of science and technology and continual improvement of people's standards of living, apparel consumers' requirements for dressing are, without exception, becoming higher. Therefore, the increasing personal demands can not be satisfied by the general large-scale ready-to-wear costume. They need to participate in the design in person according to their own taste, which only customization can satisfy. In recent years, quite lots of enterprises abroad have gained tremendous competition advantages by implementing large-scale customization. Some experts predicted that large-scale customization would gradually replace traditional mass production to become the mainstream production mode in the 21th century.

2. Technological system and basic thought of mass customization

Technological system of mass customization includes basic principles of mass customization, development and design technology, as well as managing and manufacturing technology of mass customization. The basic principles of mass customization include comparability, reuse and overall consideration.

External diversification of products refers to that in product appearance, performance and functions, etc, experienced by customers in the process of purchasing and using; while internal diversification of products refers to that in product design, manufacturing, sale and service, etc, experienced by an enterprise in the process of producing. Market demands of mass customization include those of customers and enterprises. Customers call for increasing external diversification, while enterprises call for internal diversification. Increasing of the former usually increase customization value accordingly, but that will lead to an increase of internal diversification. In order to decrease customization costs, it is necessary to reduce the latter and eliminate contradiction of the two.

Under the guidance of comparability, reuse and overall consideration, what an enterprise should do is: to adopt the development and design technology, managing and manufacturing technology aimed at mass customization, to improve customization value, to provide customers with satisfactory customized products and service with a fast speed, to cut down on customization cost, and to realize benefits of mass production, which will make an enterprise gain profits therein.

3. Major assortment of mass customization of apparel

Through further market classification, mass assortment of apparel can be classified into personal customization, group customization, marketplace customization, original brand customization and alteration customization.

3.1 Personal customization

Personal customization is aimed at high-level customers by manufacturing enterprises. With the development of economy, a high-level and large-scale consumer group has formed that pursues fashions and outstanding individuality. Considering these market demands, some manufacturing enterprises have already begun their customized production of single measuring and single customization, namely, personal customization. Whether in the aspect of managing or technology, there have definite difficulties with personal customization, since it has relative higher demands on information-based levels of the design, manufacturing and management of an enterprise. Besides, it requires an enterprise to have a perfect sale network. Therefore, at present, this type of customization is especially propitious to those manufacturing enterprises that have advanced manufacturing technologies, relatively mature information, and sound sale network. Furthermore, some modern tailor's shops also begin to focus on establishing their own brands: they adopt modernized producing facilities and are equipped with special producing plants. Even there are some that hire pattern designers and professional designers to specially tailor and design for customers, so it also belongs to personal customization.

3.2 Group customization

Apparel customization targeting at group customers is called group customization. Different from personal customization, body measuring of group customization is aimed at group customers, usually conducted by measuring personnel on the site. In addition, apparel customized is mainly product series, because its technology and management are relatively simple. Market scope of group customization is extensive, including school uniforms, team uniforms and fatigue clothes, etc,. Because of its large-scale customization, and high overall profits, it has gained favor by more and more costume manufacturing enterprises, even becoming primary production business of certain enterprises and primary profit source of enterprises.

3.3 Marketplace customization

Marketplace customization is aimed at marketplace ordering. In the dynamic market nowadays, an enterprise not only predicts on bestselling styles of costume and demanded quantity of each style, but predicts on styles in different selling places and seasons and their quantities. All these result in more and more complexity of market prediction, and involve more and more factors. Incorrect prediction might lead to such problems as blind production, overstock and management confusion of supply chain, etc., which would directly affect profits of an enterprise. Such sale ends as marketplace and franchised stores are close to the market, able to grasp changes in the market in time. Therefore, the task of prediction is gradually transferring from manufacturing enterprises to sale ends. Marketplaces and franchised stores can make more precise demand prediction, send out purchasing orders to manufacturing enterprises according to prediction results; and then manufacturing enterprises will arrange production and supply products according to the overall results of orders. This kind of customization has been adopted by some apparel manufacturing enterprises, and its production and development is actually a specific phenomenon of switch from mass production to mass customization.

3.4 Original brand customization

Original brand customization is a kind of customization in which a costume manufacturing enterprise makes use of remaining manufacturing power to customize for other top-brand costume enterprises. It is mainly embodied by material processing, sample processing and original brand production, etc, which are targeted at foreign trade orders. When we advocate independent brand, innovative design and attention on sale aspects, we should also notice that China is a costume manufacturing country, in which quite a large quantity of costume manufacturing enterprises have their own remaining manufacturing power. Especially some medium and small-size enterprises have not had an internationally well-known brand by now, and have not had competitive research, development and sale capacity. In order for them to enter global costume manufacturing network, the largest advantage lies in low-cost manufacturing power, which will not be changed within a short period of time. Therefore, these enterprises mostly play a role of manufacturers, and original brand customization becomes an important component of their business.

3.5 Alteration customization

In addition to the previous several types of customization by manufacturing enterprises, another type of customization is alteration customization, that is, a marketplace alters on standard ready-to-wear clothes according to customers' body size, and, therefore, provides appropriate costume. Although there are large quantities of models of costume to choose from, still discrepancy, big or small, exists between these clothes and size of customers. Due to a high expectation of customers in fitness of top brand costume, an enterprise can adopt this type of customization to realize that.

4. Implementation methods of mass customization of apparel

Different forms of apparel mass customization determine its different features. For different markets, we should adopt totally different implementation methods. Considering such key factors as customer requirements, customization choice, price, and delivery date, primary methods to implement mass customization include fast design method, production management method, customer relationship management method and resource reuse method. By means of reasonable application of these methods, an enterprise can reduce internal product diversification, increase external product diversification, cut down on costs of products, and shorten delivery date of customized products.

4.1 Fast design method

For personal customization, group customization, marketplace customization, to realize apparel mass customization, satisfy customers' requirements for materials, patterns, and sizes, the first thing is to develop and present apparel patterns having potentials in customization market. For original brand customization, there is no need for costume manufacturing enterprises to develop products. Alternation customization adopts mode of mass production, while different from general mass production, appropriate adjustment will be made to products in view of subsequent modification. Development and design technology is a key technology of mass customization. The process of this technology can be regrouped into development process of costume product groups and fast design process of customized apparel. By means of development of product groups, we establish pattern mode, templet mode and technics mode with CAD system as a basis of fast design of customized apparel.

Fast design of customized apparel and relative development and tailoring is completed under the support of compositive CRM/CAD/CAM/PDM system. On the basis pattern mode, templet mode and technics mode, fast design of pattern, templet, material arrangement and technics, working out of documents about pattern diagram, templet diagram, material arrangement diagram and technics list, tailoring, sewing and ironing, which will together bring about production of individualized customized apparel.

4.2 Production management method

For personal customization, group customization, marketplace customization, and original brand customization, we need to adopt rational producing management method in accordance with features of customized production. Production management is mainly composed of material arrangement management, tailoring management and sewing management. For alteration customization, what an manufacturing enterprise tends to adopt is mass production of standardized products, and its customization mainly occurs in the subsequent sale phase. In the process of mass customization, customers' orders are quite distinctive, so it requires to work out rational tailoring and collocating programs on the basis of templet, to achieve the double aims of reducing material waste and improve production efficiency. While there is strict requirements for color distinction, clothing pieces of one dress should be cut from the same piece of material. And sometimes, adjacent clothing pieces should match each other in panes and strips, which also requires adjustment to material cutting programs. The application of computers in material arrangement can realize convenient and shortcut copy and re-composition according to customer orders and requirements in the production, which effectively supports mass customization.

Tailoring fundamentally confirms patterns and specifications of customized apparel, which also has direct effect on the subsequent processing. Therefore, it means quite a lot in ensuring product quality and satisfying customers' demands.

Computer clippers adopts CAD/CAM integration system, which conduct tailoring according to output results of CAD, and have relatively high tailoring precision and efficiency. They are able to adapt to order requirements of multi-specifications, short period of delivery date, and high quality, especially appropriate for producing and manufacturing of customized apparel. Owing to the individualization of customized apparel and their components, it requires reasonable numbering on pieces cutting to ensure correct tailoring and combination of all clothing pieces. Diversification of orders determines the method of piece packing to guarantee correct producing of each piece of customized apparel.

Sewing is a relatively complex aspect of the whole processing, and it has obvious effects on quality and delivery date of customized apparel. With the scientific advancement, sewing machines have developed from mechanization to automatization and informationization, among which hanging and transmitting production system is relatively typical. This system is totally controlled by computers, able to fit costume processing of different varieties and batches. Module-mode sewing and processing system, composed of by several sewing and ironing facilities, can be re-structured conveniently on the basis of production requirements, and respond to changes of orders with a fast speed. In the process of sewing, methods of working procedure classification and flow process are adopted, modularization and specialization of working procedure are realized, and re-design and combination of working procedure modules, which all together make successful customization of apparel.

4.3 Customer relationship management method

Mass customization transfers from product as the center to customer as the center, because customer relationship management is an important element of mass customization. Whichever one, effective customer relationship management is indispensable. The key of customer relationship management is to establish mutual learning relationship between costume manufacturing enterprises and customers, and to upgrade satisfaction and loyalty of customers. And personal customization is single measuring and single customization, with different customer orders, and highly dispersed customer spots, so it has higher requirements for customer relationship management.

For personal customization, an apparel manufacturing enterprise can make full use of sale ends to establish and improve relationships with customers. Customers can know more about an enterprise, its products and services by means of the sale ends, so that they can make appropriate customization choices. An enterprise may communicate with its customers through sale ends, knowing that different customers may have different demands on materials, patterns, price, delivery date and service, so that they can improve development and design, production management and customer service of customized apparel. A customer may be measured at one sale end. Measuring technologies mainly include traditional measuring, size-measure fixture measuring and non-touching three dimensional human measuring. In the first kind, a ruler is used, which is simple and convenient, with wide-range randomicity; in the second kind, size-measure fixtures are used for measuring, which avoids windage caused by artificial factors. Since training is a must for measuring personnel, and size-measure fixtures are indispensable, this kind of measuring is mainly used in franchised stores. Customers can register their intentions and favors in the page layouts afforded by an enterprise, and subsequent measuring in terminal stores can also implement customization; in the third kind measuring, computers are used to assist human measuring technology — with support of human scanning technique, three-dimensional human virtual models are produced to conduct try-on imitation of customized apparel, even apparel templet being able directly brought into form. However, at present, facility cost of this kind of measuring is too high.

4.4 Resource reuse method

Mass production and mass customization respectively aims at standardized market and individualized market. Usually, requirements of one customer for standardized products and customized products coexist. Therefore, market information of mass production might reflect potential customization demands of a customer in a way. Likewise, a customer's customization demands can also provide reference for the market of mass production. Furthermore, these two production modes can share obtaining channels of information.

Mass production and mass customization can adopt unified templet design system and material arrangement system in the development and design, and share the data base. Different specifications of series of templets developed in mass production can be used as the basic model base of customized apparel. Templets of customized apparel are obtained on the basis of customers' size measuring and of basic model templets in the basic model base.

If products produced in the mass production and mass customization belong to the same category, we can apply a unified sewing production line because of the comparability of the product structures and manufacturing process.

It is also through a supply chain that apparel of mass customization can arrive at the customers, so a share of mature supply chain in the mass production can partly resolve allocation problems of customized apparel.

5. Conclusions

1. Producing according to customer orders, mass customization belongs to a production mode of demand promoting. It has specific market space, not only for future development, but also has gradually evolved into one of the realistic production way. It includes several different forms, mainly personal customization, group customization, marketplace customization, original brand customization and alteration customization, etc.

2. An apparel manufacturing enterprise can take an effective measure to implement mass customization, including fast design method based on product models, effective management method in the process of tailoring and sewing, customer relationship management method of mutually learning, and reuse method of mass production resources. To realize alteration customization, it requires an apparel manufacturing enterprise to conduct reasonable design and equip with corresponding manpower and facilities.

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Patchwork, Functions and Origin of Clothing for Women

in Jiangnan Watery Region of China

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Abstract

Patchworking is a kind of needlework technique in which two or more pieces of cloth are sewn together. It is commonly used for making female clothes in the countryside east of Suzhou, China. The practicalities of the patchwork are manifold: economy, easy replacement of the patches, which can be made so to hold small items and to strengthen the waist of the body. On the aesthetic side, the proportionality of the patches, the original patterns of blessing woven in is simply a delight to look at. Its history can be traced back to the traditional costumes developed throughout the Song, Ming, and Qing dynasties.

Keywords: Women's clothing, Patchwork, Functions, Origin, Jiangnan watery region, China

1. Introduction

Women's clothing in east Suzhou of Jiangsu province displays some remarkable district characteristics. The region locally called "Wu East", where the famous old towns Luzhi and Zhouzhuang are located, includes the Yangcheng Lake, Cheng Lake, Dianshan Lake and the Baimao area. Crisscrossed by rivers, climate here features four distinct seasons. Local inhabitants mainly engage in rice production. Therefore, the custom developed here is called "*Rice Cultivation*" which is intrinsically related to their way of life. Still used in modern times, the unique clothing for womenfolk in water countries is part of Rice Cultivation Culture. A complete set of clothing for women in Jiangnan watery region and which

is wrapped around the human body can be described as following: 1. Head scarf - - head; 2. Chinese-style blouse - - trunk and upper limbs; 3. Crotch-jointing Pants- - trunk and lower limbs; 4. Waist-skirt - - trunk; 5. Pleated skirt - - trunk and lower limbs; 6. Bellyband - - trunk; 7. Bandage - - the lower limbs; 8. Hundred-stitch embroidery Shoes - - feet.(See Fig. 1 A Complete Set of Clothing for Women in Jiangnan Watery Region).

2 The Patchwork

As previously introduced, the patchwork is a kind of needlework in which two or more pieces of cloth are sewn together to make a garment. People usually cut a whole piece of cloth into squares or various shapes as required, and piece these together using a sewing technique. Because the cloth are fully made used of, including the odds and ends, so the patchwork can be considered an important strategy in saving fabrics which otherwise would be wasted. The design and craft of the patchwork involved in the making of women's clothing in Jiangnan watery region are very popular, and are mainly embodied in the following clothing:

2.1 The head scarf

When unwrapped, the head scarf is shaped as an isosceles trapezoid and forms two triangles similar to coattail after binding, hence called "triangle headdress" in the local community. "The top edge of the head scarf is usually about 60 to 70 cm long while the bottom edge is 100 to 110 cm long and the head scarf is 25 to 28 cm wide. The bevel edge of the head scarf is slightly arc-shaped. There is a sword shaped ribbon or a rope with tassels approximately 10 cm in length at each top end for the purpose of binding the top."(Zhang, 2005, P.133).The head scarf is generally made of black cloth, called "top". The head scarf has two sides made of two small pieces of cloth in different colors, such as white and blue, which is called "angles", namely "two-color joint angles". Some angles are made of three small pieces of cloth in different colors, namely "three-color joint angle". Usually embroidery is rarely seen in two-color patchwork but common in three-color patchwork and embroidery is on the top of the patchwork. Where there are colors combination there must be an embroidered border. According to local customs, girls who are more than thirteen years old begin to wear head scarf after keeping hairs. During this period, the color of their head scarf is a little lighter and with no patchwork. When they are over fifty, the color grows darker and becomes black and dark gray and with little patchwork. However, the head scarf of local women between 30 and 40 years old display many colors and joint angles, including black top with white angles, black top with blue angles, blue top with white angles, green top with black angles and etc. These head scarf are usually made of plain cotton, homespun or burnt-out print and can be single layer or double layers. (See Fig.2 Local Women's Head Scarf & Fig.3 Structure of the Local Head Scarf).

2.2 The Chinese-style blouse

The Chinese-style blouse in this region doesn't differ in styles from those of the other regions of China. The slanting front of the Chinese-style blouse is uniformly right and with more patchwork in waterside villages along the Yangtze River. Vertical and horizontal styles are considered as two forms of the patchwork. The vertical style literally means the patchwork vertically finished in the middle of sleeves. The right front and left front can be different or the same in color. While the horizontal style, literally means the patchwork horizontally finished at the waistline. Colors above and beneath the waistline are different from each other. The vertical style is popular while the horizontal style is rarely seen. Two styles can also be used in combination. Namely a vertical patchwork is made at half of the sleeves and then a horizontal patchwork is made at the waistline. The two parts exhibit different colors, locally called "Guanjiantou" (Fig.4). Owing to the fabric square limitation, the sleeve usually has only one patchwork finished and likes "Zhaoxiu" of traditional costume. Sometimes it has two patchworks finished and is divided into three pieces. Chinese-style blouse are considered as the main upper outer garments for local women. They wear it not only when working in fields and living in houses but also when shopping in town-markets. (See Fig. 4 Local Women's Blouse & Fig.5 Structure of the Local Blouse).

2.3 The waist-skirt

The Waist-skirt is an apron of double layers fastened by waistband outside the Zuo-skirt. It is usually made of mixed color fabrics. No matter it is the upper or the lower layer, each layer is divided into three parts by two vertical patchworks. One color is applied to the middle part of each layer and another color is applied to its two sides. Both the two layers shape in trapezium. The upper part of the waist-skirt is called waistband which is 18 cm long and 5 cm wide. Commonly the belt-shape waistband is daintily sewed and with pieces of starched cloth padded which seems very thick, hence it is locally called "*Waist-Crossed Board*". Attached to the waist-skirt by buttons, the waistband acts like a wide and thick belt binding around the waist. (See Fig.6 Local Women's Waist-skirt & Fig.7 Structure of the Local Waist-skirt).

3 Functions

3.1 Practical functions

Practical functions of the head scarf are conspicuously related to farm work. The head scarf acts like a barrette which

keeps women's hairs from hanging down while transplanting rice seedlings. The long angles of the head scarf protect the neck from the scorching sun and, wrapped around the head, it keeps the body from the cold wind in winter. Furthermore, it safeguards women from flies' biting and keeps their hair from dirty working in the fields. Therefore, it is almost certain that the head scarf of this particular make is formed by the local mode of rice production, taking into the fact that all you need to make the joint angles of the head scarf is the odds and ends of cloth thus saved.

The functional meaning of the patchwork for the Chinese-style blouse lies, first of all, in easy removal and convenient replacement. "Three pieces of different fabrics are applied to make the patchwork on shoulders, sleeves and the main body of the Chinese-style blouse. This is because the above-mentioned parts tend to wear away easily during local women's labor, including carrying, planting and etc. The main body of the garment can be worn for a longer time after the replacement worn-out parts. Skillfully prolonging the service life of their garments, they never wear clothes with patches. So their clothes always seem to be new or nearly new (Zhang, 2002, PP.86-88)!" Good practical and aesthetic effects are achieved with relatively less cost due to the patchwork. Secondly, the patchwork is made for the purpose of saving fabrics. According to ancient record, fabric width 2 chi and 2 cun in ancient China is more than 50 cm today. (chi and cun are traditional Chinese units of length.) The width of fabric woven by local women about 9 cun to 1 chi is more than 30 cm today. Even the early machine-woven single width cloth is measured only 90. Therefore, the patchwork is a result of fabric width limitation. Assuming that the clothing layout is subject to the widest fabric width of 90 cm which is folded then, the garment doesn't need the patchwork for the front and back. However, the patchwork for the sleeve is required. If the fabric width is not folded, the result turns out to be opposite. In case that the clothing layout is subject to the width of hand woven fabric, the garment needs the patchwork for both the front and back and sleeves. What's more, *joint angles* for both sides of the garment bottom are required as well. All are done reluctantly by local women.

The functional significance of the patchwork for the waist-skirt lies, first of all, in saving fabrics. The size of a waist-skirt is measured. Each side part of the outer layer is 23 cm * 6 cm and the middle part is 23 cm * 18 cm. Each side part of the inner layer is 26 cm * 10 cm and the middle part is 26 cm * 20 cm. Local women can't bear to make the inner layer with the whole piece of cloth for the reason that its middle part is covered by the outer layer. Among ten waist-skirts treasured by the author, all the middle parts of the inner layers are made up of small pieces of cloth thus saved. The very smallest pieces of cloth are full used of through this way. The waist-skirt is connected to the waistband with buttons and if it is worn out after many days, the waistband full of embroidery can be untied and applied to a new waist-skirt. Secondly, the waist-skirt itself can strengthen the waist of the body for local women who engage in prolonged farm work in the rice fields and have to bend down frequently. Because the waistband is daintily sewed with several layers and covered with embroidery, it is thick and hard enough to strengthen the waist of body and relieve fatigue. It can be concluded that the style of the waistband is a wonderful expression of the *Rice Cultivation Culture*. The waist-skirt can be used to hold small items as well. Some important things such as bills, notes and paper money can be put into the patch pocket in the position of the lower part of the waist-skirt. In that case, the outer layer of the waist-skirt has been naturally and skillfully turned into the flap of the pocket! There was an interesting story occurred during the author's purchasing: one local woman conveniently untied her waist-skirt to sell it and even forgot to take out the money from the pocket. Last but not least, the waist-skirt can keep Zuo-skirt clean by hiding it inside. Obviously, it is much easier to wash the waist-skirt than the Zuo-skirt because the waist-skirt is smaller in size.

3.2 Psychological functions

Patchworking technique firstly has been adopted for the purpose of saving fabrics because of fabric width limitation. Later, patchworking with fabrics in the same color was developed into patchworking with fabrics in multiple colors, and the objective need is developed into subjective seeking.

The psychological satisfaction behind the attractiveness of the women's clothing may be summed up as follows: The first is the practicality part of the attraction. The patchwork was originally made for the purpose of utility. Thus, utilitarian meanings such as saving, fabric width and replacement are implied both in lines and color blocks of the patchwork. This is one of the characteristics of folk creations and it also displays an essential difference between civilian creations and official creations. From citizens' view, utility is the most essential and original purpose, which is deliberately developed. After all, their clothing is a kind of daily necessity in labor time and daily life. As a result, it may bring about another by-product "beauty" as it satisfies practical needs. The patchwork brings us a sense of face shape and the additional embroidered border (shaped like a thin joss stick) originally designed for a further safeguard of the neckband, the wristband as well as the front bring us a sense of line shape as the saying goes "*many things grow in the garden that were never sown there*". Then affected by this by-product, people try to diversify the patchwork in fabrics and colors and strive for the combination of economy and decoration. This decoration beautifies daily necessities or it is a kind of beautified daily necessity itself when aesthetic significance exceeds the practical meaning.

Secondly, the beauty of the shape and proportionality of cloth that goes to the making of patchwork clothing. Principle of creation as *manufacturing according to the nature of the substance and using according to the size of the materials* in Jiangnan water villages reflects the virtue of thrift itself. So not only perfection, but also supreme goodness is achieved.

In fact, the harmony of number and economy has been considered in the process of making head scarf and waist-skirt with small pieces of cloth. Originated from this principle, embroidered fabrics are pieced together at the corner of the head scarf. The waist-skirt thus pieced formed the length and width of sides and the middle close to the *gold ratio.* On the whole, symmetry joins are applied to two corners of the head scarf and the hem, two sleeves of the Chinese-style blouse as well as the waist-skirt, meeting the demand of the spirit and forming strong color contrast and harmonious proportion relationship. As a local proverb goes, "*it is just for showing*". However, this kind of showing demonstrates not women's figure and curve but the beauty of clothing, displaying the connotation of aesthetic standard for Chinese clothes which is different from taste of the west. It is well justified by a Chinese proverb, saying that "*the field has its special use and people have their own wisdom*". Besides, it reflects Chinese people's intelligence and esthetic taste, which is another specialty of Chinese folk creation.

Thirdly, the creativeness in the daily life of the folk is part of the beauty we see in the clothes for women in areas along Southern Yangtze River. Local women's clothes, an important part of their house needlework, are made in off-seasons and worn in busy farming seasons. Free styles and plain design of the clothing express the original purity and clever perception, full of childlikeness. Local women can share patterns and designs from neighbor girls, and also can apply their own inspirations into their clothes. The size and color of the cloth preserved in home can also decide the style and design of the clothing. Local women can add small changes and details into the traditional styles, for example, they change the details of the patchwork as their will to combine technique with artistic creation. Actually it is a way to transmit culture. Real objects which act as the medium include head scarf, waist-skirt, embroidery, the pattern and such articles. During the transmitting process, users will not be the original creators for some recreations have been made consciously or unconsciously when duplicating. Furthermore, regional scope limitation was formed due to the inconvenient traffic in ancient times. Usually pattern of clothing in either side of a river or a mountain can be different from each other. For example, Luzhi and Shengpu are both small towns in Jiangnan watery region and they are very close to each other, however, the head scarf in Luzhi town is obviously different from that in Shengpu in many ways, such as that the angle of head scarf in Luzhi town is longer and the head scarf in either town has its special characters. Local women are honest, simple and frank and without too much strategy and shrewdness (Hu, 1984, p.433), used to gain happiness through their working hands. Therefore, the piped decoration made on local women's clothes is simple and the joint color is symmetric. It is not creation for creation itself but just for life. The way it is created displays the difference between arts and handicraft.

Fourthly, the beauty comes from the auspicious blessing bestowed in the costumes. Patchwork of different colors not only gives an eye-grabbing effect to the head scarf and waist-shirt and enriches the beauty of the person wearing them but also have a meaning of auspicious blessing. It is typically expressed by embroidery at the corner of the head scarf and waist-skirt which usually adopt patterns that look like the skin texture of carp fish or butterfly peony and so on, symbolizing some beautiful wishes. Compared with the other regions of China, women's clothes in Jiangnan watery region don't have much embroidery because cotton and flax are popular there for cheapness and durability which make them easily available to the patchwork. Another reason for more patchwork but less embroidery for local clothing is that the patchwork has achieved the aesthetic feeling and there is no need for embroidery or the effect will be ruined. Therefore, embroidery for the head scarf display only at the corner of the joint angles and usually local women stick a flower on bob to enrich their head adornments.

4 The origin

The history of patchworking technique can be traced back to ancient times of China. One of the ancient costumes was *Shen clothing*, a combination of coat and skirt. Therefore, there must be some patchwork between the coat and the skirt. It is a result of transition from the separation of coat and skirt to the robe shape. The *Shen clothing* has twelve pieces representing twelve months of the year (Zhou, 1984, p.50). It has now become a mystery as to how it was actually made, people generally agree however that it must have been pieced together, the origin of patchworking in Chinese costumes. "The upper outer garments excavated from HUANG Sheng's tomb of Southern Song Dynasty in Fuzhou city is made up of four parts including the collar, sleeves, the front and back. Some sleeves are connected to the main body of the garment and some are sewn with two small pieces because of fabric width limitation. Two pieces of the back parts are sewn together with an obvious back line from the top to the bottom. All these four parts of the costume are made of different fabrics." (Fujian Museum, 1977, p.4).This archaeological discovery indicates that there were patchworks of different fabrics in ancient costumes. Likewise, robes, coats and lined coats are unearthed from Mrs. Zhou's tomb of Southern Song dynasty in De'an, Jiangxi province. Fabrics are folded up twice according to the cloth length and tailored subject to the half of the hem, waist and the whole sleeve width. A piece of small triangle crotch is respectively added at the crotch position (Jiangxi Provincial Institute of Cultural Relics and Archaeology, 1990, p.4). All these solutions to the limitation of fabric width in ancient times of China are maintained by women in Jiangnan watery region, demonstrating comings and goings of the patchwork and its corresponding tailoring technique. A pleated skirt, unearthed from the tomb of couple XU Fan of Ming dynasty in Taizhou of Jiangsu Province, is actually patchwork skirt(Taizhou Museum, 1986, p.3), justified by a historical book--- *Hu Bu Hu Lu* which says that *"the waist position of*

the skirt was interrupted by a line and the bottom was pleated, named Chengzi garment". ZHOU Xi-bao thought it was just the "*big pleat*" mentioned in the book *Ming Gong History* (Zhou, 1984, P.433). "*Big Pleat*" appears between the coat and the skirt, whose origin is the same as that of *Shen clothing*. As for the robe and lined coat in Qing dynasty, actually, center seam is always applied to front and back and the seam is always applied to sleeves owing to fabric width limitation. Besides the patchwork and embroidery for the collar, front and hem, there is also "*Langan*" for sleeves---an exceedingly skillful and luxurious patchwork applied to the sleeve and cuff. Obviously, the practicality of the patchwork has been changed to aesthetic considerations and the positive attitude has been changed to passive one. The patchwork of clothing for women in Jiangnan watery region should come from this.

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Figure 1. A Complete Set of Clothing for Women in Jiangnan Watery Region

Figure 2. Local Women's Head Scarf

Figure 3. Structure of the Local Head Scarf
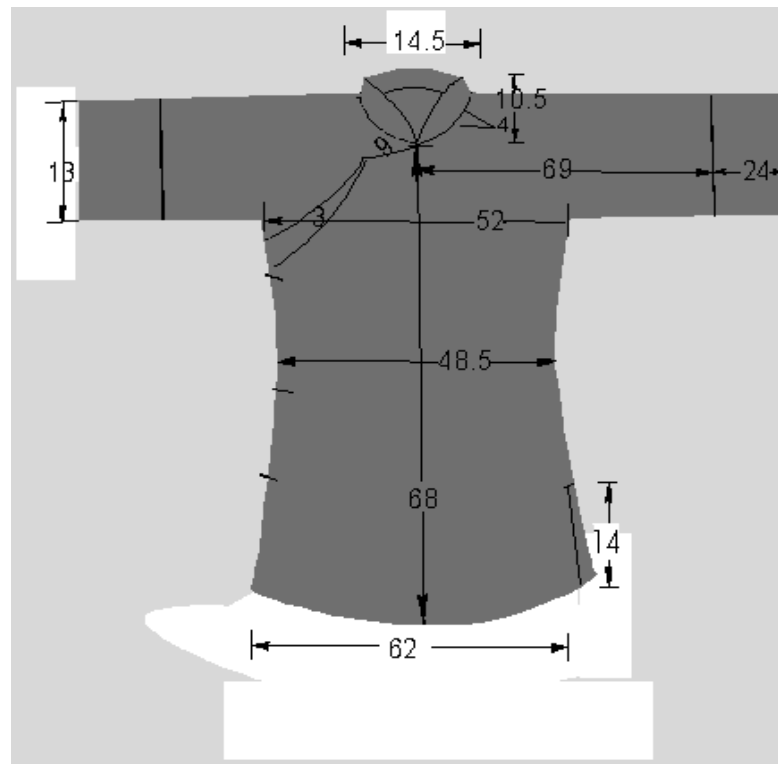

Figure 4. Local Women's Blouse

Figure 5. Structure of the Local Blouse
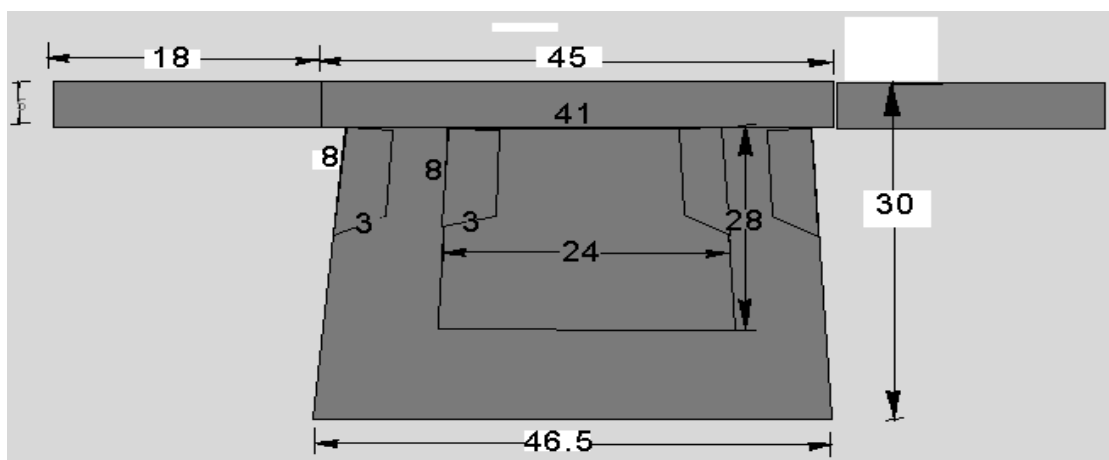
Figure 6. Local Women's Waist-skirt

Figure 7. Structure of the Local Waist-skirt

Accuracy & Fluency – Inspiration

from Error-correction of Interlanguage Theory

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Abstract

Relation between accuracy and fluency has always been an endless topic in foreign language teaching. Their relation is the most essential linguistic behavior in classroom teaching --- error-correction being connected together. Traditional behaviorist teaching and communicative approach can not resolve this issue. Interlanguage theory proposed in 1970s provides strong theoretical direction. In this text, the author looks back to history of error-correction concept, illustrates interlanguage theory, and reveals value of interlanguage theory in accuracy and fluency.

Keywords: Error-correction, Interlanguage theory, Foreign language teaching

1. Introduction

In language teaching, linguistic mistakes are unavoidable, and how to deal with these mistakes is the first issue for a teacher to face. Chinese traditional English teaching paid special attention on linguistic accuracy. That is, whenever a mistake is discovered, it should be corrected immediately. The attitude of "error-correcting wrong once discovered" results in the fact that students lose opportunities for learning and utilizing a language, and their linguistic creative capacity is seriously restrained, which brings about the so-called "Deaf-mute English" phenomenon. Under such a circumstance, voice for teaching revolution constantly, and a new teaching approach targeting at cultivating students' communicative capacity ---communicative approach comes into being. Due to the fact that communicative approach is introduced based on the denial at traditional teaching approach, quite lots of hypercorrection phenomena appear: in order that students could more speak and practice, teachers usually ignore their mistakes. Although they can run off at the mouth, mistakes flow. It seems that they speak fluently, but not accurately, not able to achieve exactly communicative effect. A phenomenon of "Fluent fool" is resulted thereout. Either "Deaf-mute English" or "Fluent English" is what English teachers and students have expected. However, essential reason for the previous phenomena is unilateralism of foreign language teaching. While traditional English teaching concentrates on accuracy but ignoring fluency, communicative teaching approach focuses on fluency but ignoring accuracy, which put linguistic accuracy and fluency in a position of contradiction. Relationship between accuracy and fluency is the most essential linguistic behavior in classroom teaching -- error-correction being connected together. The following questions have remained an endless topic in foreign language teaching: whether a learner's linguistic mistakes should be corrected? Which mistakes to correct? When to correct? How to correct and by whom? The interlanguage theory proposed in 1970s has, without doubt, brought instructive guide and god-given gospel either in theory or in practice. This theory tells us that, mistakes are a necessary objective phenomenon in the process of language learning, and are symbol of a learner acquiring a second language. Mistakes are not a manifest of low capacity on the part of a learner, and on the contrary, not making mistakes would not enable a learner to learn a foreign language well. Therefore, it can be said that, proposing of interlanguage theory has great theoretical and practical guiding significance in error-correction of college classroom English teaching.

2. Theoretical origins of error-correction concept

The reason for traditional English teaching to emphasize on accuracy has something direct to do with structuralism and behaviorism psychology. According to behaviorism, language is a kind of habit, a linguistic behavior formed by stimulus and response, and an aggregation formed by innumerable behaviors or linguistic habits. Accurate language

learning of learners is realized through stimulus – response –consolidation. The specific learning approach is as follows: simulation, memory and recitation. Only by means of repeatedly practicing, exercising, and utilizing language structural forms, can a learner finally be accustomed and achieve automatic response. In the process of learning, learners are factually regarded as passive information conveyors, and whatever information is input will be output correspondingly. Therefore, linguistic information of a learner must be accurate. Eventually, a teacher will determine what kind of feedback to give to a learner according to accuracy of linguistic output. Correct output deserves encouragement and commendation, while incorrect output should be corrected. Thereby, accuracy of linguistic input and output is a prerequisite for ensuring successful language learning. Based on this knowledge, it is obvious that false information is unallowed, since it is usually considered an unsuccessful symbol, caused due to the fact that students do not master what they have learned well or that teachers have not taught in an appropriate way. Therefore, teachers and students should try to prevent and avoid mistakes, and once discovered, they should be immediately corrected.

With deepening of study on second language acquisition and language teaching theory, people begin to switch their research focus from language learning environment to language learners themselves. Chomsky discovered language acquisition mechanism in the process of analyzing children acquiring mother tongue, and he put forward hypothesis of language acquisition mechanism. Enlightened by Chomsky's language acquisition, Corder proposed another second language acquisition mode. He held the view that, when learning a second language, learners do not respond to external linguistic stimulation blindly, but actively construct a rule system about target language through their mind: learners firstly analyze and generalize the language they learn. And on this basis, they make various hypotheses about target language rules. Then after (spoken and written) communication, they verify their hypotheses in the process of language utilization and understanding, in which correct hypotheses are accepted and intensified, while false hypotheses get improved by modification or error-correction. It is by means of this to-and-fro process of hypothesis →verification →re-hypothesis →re-verification that learners acquire a language.

Second language acquisition is a process of continual development of learners' cognitive capacity, in which there exist two courses: analysis and control (Johnson1996). Analysis is a transitional process of learners' knowledge from unapparent to apparent in the cognitive field; control is a process of arranging and synthesizing linguistic information on the part learners, until learners are proficient in the language. Therefore, second language acquisition can be generalized as a process of analysis, control and proficient utilization. This chain process is one in which learners' interlanguage come into being and develop. In 1972, the English linguist Larry Selinker put forward "Interlanguage theory".

3. Interlanguage theory and its error-correction attitude

As a branch of applied linguistics, the appearance of interlanguage is inherit and development of traditional foreign language teaching. It not only enables people to be accurately aware of students' mistakes, but makes them understand how the mother tongue and the second language are learned and acquired. Analysis of mistakes can reveal features of learners' interlanguage, so as to help them find out corresponding tactic, and develop the interlanguage better.

In Interlanguage theory, language learning is an extremely complicated psychological process of re-building and re-creating. Starting from mother tongue, a learner overcomes interference of mother tongue step by step, and finally masters a language totally, transiting from simplicity to complexity. During this far-flung internalization, the language used by a learner is neither a translation of his mother tongue, nor the target language he is learning, but a language called "interlanguage". Because interlanguage is between mother tongue and target language, it is unavoidable that quite a lot of mistakes will emerge. In Slinker's opinion, this inevitable inconsistency may interpret the natural property of foreign language mistakes, and this inconsistency may result from the fact a learner's mistakes have the tendency of "fossilixation". Fossilixation refers to a phenomenon as follows: a learner's interlanguage is closer to his target language with the improvement of his linguistic capacity and fewer and fewer linguistic mistakes, but some mistakes still remain not overcome, which are called "fossilixation". Interlanguage theory opposes taking mistakes in the process of foreign language learning for simple right and wrong questions. And it refers to these mistakes as differences between mother tongue and target language of learners, and as objective existence that differs from various standards of their target language, but approaches gradually. From the perspective of practice teaching, interlanguage theory includes such a series of theoretical and practical subjects as why error-correcting, what to correct, when to correct and how to correct, etc.. For instance, Corder classifies linguistic mistakes as those before the formation of the system, those of the system, and those afterwards. For mistakes of different phases, we may adopt diverse tactics of teacher error-correcting, self-error-correcting of students, and mutual error-correcting between students. And for each tactic, attention should be paid to property of mistakes. Just as Tomas (1983) pointed out, in speech communication, if a speak does not code a mode and make wording and phrasing according to standard grammar, he might be said to speak badly at most; but if he does not process a discourse according to pragmatic principles, he will be said to behave badly, and to be a dishonest and evilly motivated. Therefore, teachers should treat with students' linguistic mistakes in a correct way. Either error-correction once discovered or no error-correction at all is unfeasible, and error-correction should be pertinent.

Error-correction theory tells us that error-correcting should take learners' affective factors into consideration. Inappropriate error-correction approach would frustrate students' self-confidence and enthusiasm, especially for students with bad English foundation and introverted characteristics. Then creation of enjoyable linguistic environment on the part of teachers is particularly important. Creating a healthy, relaxed and lively classroom atmosphere and forming harmonious relationships between teachers and students can help students overcome their feeling of pudency. They should be encouraged to make mistakes, and communicate with the language they have learned, so as to improve proficiency of their utilizing the language. Hence, we get a conclusion that interlanguage theory is really an instructive guide for error-correction in classroom teaching.

4. Conclusion

English teaching practice indicates that, error-correction once discovered and over-correction may result in a psychology of "being scared to make mistakes" on the part of students, so they do not dare to try to communicate with the target language, which goes extremely against developing their capacity of communicating in the target language; while "encouraging students to speak English, and avoiding error-correction so as not to affect their enthusiasm of speaking English" will cause "Mute English" to go towards another extremity. According to interlanguage theory, linguistic mistake of a learner is a normal phenomenon in the learning process for "fluent fools". In linguistic communication, what a learner considers in the first place is the expressing of meaning. Before the internalization of their linguistic rules, mistakes of linguistic forms are inevitable, and furthermore, some mistakes are a necessary phase for language learning. Therefore, teachers should intensify their tolerance towards mistakes, learn and acquaint themselves with some theories related to error-correction, replace pure teaching standards of linguistic behavior with acceptability of language, and meanwhile, give overall consideration to linguistic accuracy and fluency. In classroom teaching, a teacher should emphasize tactics in error-correction, and should by no means show any impatience. Otherwise, students' self-esteem and self-confidence will be frustrated, and they will lose interest in foreign language learning, which will just backfire.

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Run Colleges and Universities with Morality

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Abstract

Run colleges and universities with morality is the school-running thought in social society and also the inevitable demand for cultivating talents at present. In new century and in face of new historical tasks, university should carry out the policy of "run colleges and universities with morality" in way of enhancing moral cultivation of cadres, teachers and students, strengthening moral education carrier and environment construction etc, in order to further promote the development of universities.

Keywords: Run colleges and universities with morality, Moral construction

Secretary-general Jiang Zemin accentuated in his talk on the state conference of the minister propaganda"We must persist in strengthening the construction of socialistic legal system; managing state affairs according to law during the course of constructing socialism with Chinese characteristics and developing socialistic market economy. And at the same time, we must insist on enhancing the construction of socialistic ethics and administering state with morality. Secretary-general Jiang Zemin regards the rule of morality and law as the strategy of governing the country. It indicates that Central Party Committee highly emphasizes ideological and moral construction. School education should be people-oriented and educating people should be moral-oriented. These two aspects demand both law and moral. Run colleges and universities by morality is the school-running thought in social society and also the inevitable demand for cultivating talents at present.

1. Clarify the task of "run colleges and universities with morality"

The implementation of the policy"run colleges and universities with morality"is to apply Marxism to educate students, help them firmly stabilize communist ideals and beliefs and build up outlook on science, revolution and selfless dedication, meanwhile develop good moral habits. Among them, the education of adolescents' ideals and beliefs, which are the political foundation and source of strength for the healthy growth of them, are also the spiritual pillar of national prosperity and rejuvenation, should be given priority. We should focus more on the education of the ideals and beliefs among students, as it relates to the training directions in socialist school, national rise and the success or failure of the cause of socialism. The establishment of correct ideals and beliefs should rely on the guidance of Marxist ideology and a clear and correct understanding of social development and life value. The principle of scientific theory inculcation should be insisted to help them build up socialist ideals and beliefs. It is necessary to guide them in close combination of China's revolution and construction, also in close connection with the reform and opening up and socialist market economy, seriously study the Marxism and apply Marxist thought and method in society observation, problems analysis and settlement. In this way, we can carry out the task of students' moral education with high efficiency.

2. How to implement the policy of "run colleges and universities with morality"

Mr Jiang Zemin holds the view that it is the new development of Marxism and political direction to guide the colleges and universities to connect the rule by law and rule by morality with political sober mind and stick to the right way of running the country. Therefore, it is of significance to run the schools and cultivate cadres with morality. Moral education is a systematic project with great meaning. It can also gradually affect all the teachers and students and make them be the model of worthiness. We have to summarize, carry on the influence and produce the power of influence and cohesive force. Meanwhile, it is also important to open minds to seek truth from facts, to keep pace with the times with

the guidance of morality. Then they should focus on the moral construction of cadres and teachers first. There are some old sayings"learn to be a teacher, behave to be a model." "Teachers are the focal point of spirit", it is of great importance to improve higher education based on the morality of teachers. Not only can teachers be professional on knowledge, they should also educate students well even do them good in each part of their lives. So we should stress the following items:

2.1 Enhance Cadres' moral construction

In order to reach a new level in school's moral education, we must enhance ideological and moral construction of cadres as party member and also improve their moral standards, in this way, they can set good examples for all teachers and students. Therefore, it is of vital importance to organize a cadre's team which possesses high quality of ethnic, personality, ideology, politics, law and profession. Education is the basis of constructing a cadre's team with high moral quality and implementation of the policy "Three Represents" is the fundamental guiding principle. In order to achieve this goal, firstly, cadres of colleges and universities should take the important thought of the "Three Represents" as the guidance and be aware of the importance of combining morality and law to govern the country, meanwhile they must correct and avoid one-sided views that run market economy only by law, also they should establish new concepts including combine morality and law to govern the country, improve the management and academic atmosphere in colleges and universities. Secondly, the cadres should assume responsibility to serve the people wholeheartedly and to be a faithful representative of the benefit of majorities in any case. Thirdly, the cadres should bear in mind the great trust placed in them by the Party and the people, exercise self-discipline, self-respect, self-alertness and self-reliance, improve their moral cultivation and take on the responsibilities to educate the teachers and students. Fourthly, the cadres should enhance learning and apply Marxism, Mao Zedong Thought, Deng Xiaoping Theory and "Three Represents" theory in their work, further study the spirit of the 16th CPC National Congress and acquire scientific outlook and methodology so as to keep a sober political mind and stick to the correct political direction under any complex circumstances.

2.2 Enhance teachers' moral construction

As the saying goes "Learn to be a teacher, behave as a model" and "Teacher is the soul builder for human beings". Teacher's work does not only include teaching, more importantly, they must be well-behaved in all aspects. Teacher plays an important role in moral education, so they must have a clear mind that their moral qualities are of significant effect on moral education at school. Teacher's morality is typical of enlightenment and example, which is not only reflected in their job but required in their life style and personal integrity. Teacher's work object is the person who will be the constructor, creator, instead of thing. Accordingly, teacher should function as an instructor, tutor, exploiter, developer, constructor and contributor in the concerning area. As a teacher, one must be well-behaved, working hard to improve their professional quality. The writer has four suggestions on how to improve morality. First of all, study hard on political theory with Marxism and Socialism. Secondly, be honest to educational career loving teaching and students. Thirdly, keep progressing and innovating. Cultivate students with the ability to innovate and practice which accordingly requires teacher to enhance their creativity by constant study. Fourthly, try to observe law and discipline, defend social order consciously, to develop moral excellence to society and family. Be a model of morality both in work, study and life; especially adopt great ideals and devotion spirit in teaching. Resist harmful practice on society, and refrain from money worship, individualism, hedonism as well. So, intensify the virtue of teachers should be the priority to run school with morality.

2.3 Enhance students' moral construction

College student is one of the major targets of moral education. University should develop them by moral standard and make efforts to intensify virtual quality cultivation to student. At present college students, with high IQ, have healthy, stable and positive thinking of life and values. But everyone differs in character. Some unstable attitudes and immoral behaviors exist when society is in the transfer period. Some behavior is resulted from virtue loss and ideal confusion. Some students' value is pragmatism-oriented, pursuing comfortable life while lacking hard-working spirit and collectivism. It's time for educators to work out concerning moral standard based on students' psychology, behavior, thinking, character, and their view of life as well as values. Moral education is basic to all forms of education that should stick to the policies set by Republican Party, giving priority to moral education. To refine students in an ideal environment, to instruct student with varied activities and to construct school as an area typical of spiritual civilization are helpful to students' civilized behavior. Meanwhile, attach importance to political, moral, discipline and law education. Moral education is the precondition to help students form correct views on life, world and value. Currently, there are three key points to enhance moral education. Firstly, totally change education pattern. Moral education should target on person and avoid stressing on intelligence while ignoring virtue and health. Secondly, stress education in classroom is the key, analyzing moral factor in each subject and implementing moral education in an all-round way. Thirdly, purify society environment which is the basic to moral education. Keep education consistent between school and society and create ideal environment for the healthy growth of students.

2.4 Strengthen moral education carrier's construction

Virtue specializes in personal consciousness. So moral education should stress on moral consciousness. Mass media and literature have special infiltration and affection to students' moral consciousness cultivation. Attack immoral behavior and thought is helpful to tell wrong and right. "Two subjects" education is necessary to cultivate moral consciousness and play an important role to Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory and "Three Represents" theory among students' moral education. Instruct student in a positive way, educate them with scientific theory, also help them combine their future and nation's prosperity with ideal and belief. Teach students how to think in a calm and rational way. Let them know their social role is to prosper the nation, at the same time, devote major efforts to publicize with radio, newspaper and campus network.

2.5 Strengthen the team of moral and educational construction

Ideological and moral construction is very significant work. Education field should strictly carry out the policy of "run the country and school with morality" so as to improve the construction in school. The fact has proved that the moral and educational construction team is the backbone of ideological and political work in colleges and universities. So how their quality is directly exerts an influence on the promotion of the students' quality and the efficiency of the work in school. Therefore, we must attach much importance to the construction of this team. As per the factual situation nowadays, several points must be followed: firstly, we should enhance the quality of the moral and educational team which includes both the professional and self moral quality, and the Deng Xiaoping Theory should be utilized to strengthen the professional and practical training. Therefore, they can shoulder the burden of the moral and educational work in school. Secondly, we should pay more attention to the recruitment and optimize the structure of age and knowledge so as to absorb more talents. Meanwhile, we should also focus on the mid-term and appropriate adjustment to stabilize and enlarge the moral and educational team. Thirdly, we should establish a set of policy which can adapt the new development and work demand well. Then the staff will have a better work environment, and secure the implementation of the moral and educational work. We must stress that we must not give up or ignore "work according to law" while we attach much attention to the "work with moral", and we should combine these two aspects closely. In a whole, "run the country with moral" is the significant guideline and spirit for our work in every aspect from now on, which is also the most important task in the new historic period for colleges and universities. The party and political leaders must highly focus on the moral and educational construction, and work hard for quality and efficiency.

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The Effect of the Internet in the Book Retail Market

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Abstract

There are many new challenges for small businesses in the 21st century, especially the extensive use of Internet. It leads that the competition of small businesses, such as the book retail market, is fierce and getting fiercer. How the internet affect on the book retail market? In this paper, I will focuses on three different parts that Internet affects on the book retail market for both buyers and sellers. This paper is organized as follows: at first, I will introduce three main different issues about the effect of the Internet. At the same time I will cite ample data to illustrate the effect. Then I will illustrate the future of book retail market. Finally, I will summarize my points.

Keywords: Book retail market, Internet, Effect

1. Introduction

About ten years ago, dealing with the retail trade was wonderfully simple for publishers. They had their own dedicated retail outlets (bookshops) that actually in the main sold only books. Meanwhile for buyers there were only two ways to buy a book, either order it via a catalogue or book club or, more commonly, simply go to a shop, pay money and take it home in a bag. Now following an explosion in the use of the internet, the buyers and sellers have been affected by this expansion. "The Internet has changed the way your customers shop, and that means you must change the way you market your store." (Higgins Les, 2000)

2. The effect of the Internet

Nowadays, customer can visit the online bookshops, view a book, read its blurb, browse through the shop's collection, make a selection, and pay for the book online. The book may be delivered physically or, in some cases, downloaded onto the buyer's computer. And as many of the orders are international, this raises challenging issues for existing book retail market. At the same time, most publishers now have a web site for direct selling. The publishing world is in a mad scramble to get onto the Internet However, they argue that the Internet is producing incremental sales rather than taking business from bookshops. In other words those web sites are growing, rather than replacing, the market. For example, it's clear to see at moment that Internet bookshops are able to offer unlimited shelf space and consequently a much larger number of titles (average about 1.5 million) than even the largest physical bookshop (average 150000). They can also do, all the time, what no physical bookshop can possibly achieve with similar consistency, organize, recommend and cross refer according to the tastes of the individual customer, with the added benefit of affects the book retail market?

2.1 Increasing price competition

When we look at the EBay (www.ebay.co.uk) or Amazon (www.amazon.com), the popular Internet shop in the world, we can find certain price much cheaper than in the bookshop or there are different price for the same book. It may seem clear that the Internet push markets toward a greater degree of price competition. Internet market always uses dynamic pricing that means the price is regularly updated. It's the benefits to buyers of greater price competition. A low price clearly gives an motivation to buy the books on line rather than the physical stores. Another side lower search costs in Internet markets will make it easier for buyers to find low-cost sellers, and thus will promote price competition among

sellers. In particular, to the internet book shop it have a brighter future in a wired world and they can more easily be searched for and discovered, as search costs online are less determined by geography.

However, price competition also pushes sellers to have to think about how to avoid competing purely on price. For example, the new book can be reformatted and distributed almost costless via the Internet, while payment and distribution technologies are reducing the transaction costs for their commercial exchange. This creates new opportunities for repackaging content through strategies such as bundling, site licensing, subscriptions, rentals, differential pricing and per-use fees.

2.2 Reducing costs

The Internet market can reduce costs, including fixed costs and variable costs, for both buyers and sellers. To buyers, these costs include the opportunity cost of time spent searching, as well as associated expenditures such as driving, telephone calls, computer fees and magazine subscriptions. Similarly, sellers face costs in identifying qualified buyers for their products, such as market research, advertising, and sales calls. For instance, quite a few internet-based technologies lower buyer search costs. Many sites help buyers identify appropriate seller offerings. However, on-line agents help buyers identify the most desirable prices and product offerings without requiring them to take specific action. Internet can also lower the cost to buyers of acquiring information about the reputations of market participants. Such reputations may be provided as part of the marketplace. The Internet lowers seller search costs as well, by allowing sellers to communicate product information cost effectively to potential buyers, and by offering sellers new ways to reach buyers through targeted advertising and one-on-one marketing.

By reducing costs on both sides of the market, it appears likely that buyers will be able to consider more product offerings and will identify and purchase products that better match their needs, with a resulting increase in economic efficiency. But the reduction in costs combined with new capabilities of information technology can set off more complex market dynamics too.

2.3 Improving management

The Internet affects the book retail market not only individuals but also inside companies. The internet is the most powerful tool available today for enhancing effective management. Traditional book retail company have to think about how to run their businesses effectively in the internet age. They may join in the internet world or improve management. For example, in Britain book retail market, Internet retailing is booming, profits at Waterstone's, the biggest British bookseller, are up 11% during five years. How can they achieve that huge success? Faced with the threat from the Internet market, management has been improved inside company. Waterstone's as the traditional bookseller has also been changed. On one side, their mission is to be the leading bookseller on the high street and also online providing customers the widest choice, great value and expert advice from a team passionate about bookselling. (http://www.waterstones.com/watersonesweb/) On other side, supply chains have been streamlined and some of the more unworthy staff has been replaced. Customers are lured in with special deals on bestsellers, which are used as hooks to sell tomes from publishers' back catalogues.

3. Conclusion

Many business booksellers and publishers now offer the opportunity to buy through a web site. These sites have become increasingly popular for finding backlist and harder to find titles that bookshops don't always have in stock. This is also a useful way of drawing customers into learning more about the companies' organization and the other areas in which company publish. From the customer's point of view, it's easy to access to a site that offers lower prices, easier ordering system and delivery with a click of a button.

However there are the limitations of the Internet as a retail channel. Internet firms can often undercut their high street rivals, but customers must wait at least a day for their goods to be delivered, often at inconvenient times. "Amazon is very good at distribution," says Rob Mann, an analyst at HSBC. "But there's still the idea of instant satisfaction. On that front, internet retailers will always be at a disadvantage." And while low prices attract customers who know exactly that they're looking for, browsers tend to prefer real shelves full of real books to a computer screen and a mouse. " A lot of people go into a bookshop not really knowing what they want," says Mr. Mann. "It's difficult to do that online." So how to solve that problem it's the main issue for the Internet book retail market in the future.

In my point of view, the Internet affects the book retail market from cost, price and inside company. I do see the future including the downloading of a particular book in a formatted file of some kind. It's inevitable trend in the book retail market. However Internet can't destroy the traditional booksellers. I don't think that the actual physical book will be disappearing.

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Research on the Efficiency of China's Anti-monopoly Law

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Abstract

This paper focuses on the efficiency of China's new Anti-monopoly law. The monopoly enterprises seriously influence the equality of social distribution. In China, the "State-owned enterprises monopoly" is a controversial argument items. It has great influence on the efficiency of the anti-monopoly law enforcement. In this paper, this problem will be discussed.

Keywords: Anti-monopoly law, State-owned enterprises monopoly

1. Background of China's Anti-monopoly law

The monopoly enterprises seriously influence the equality of social distribution. It is reported that the annual salary of a meter-reading worker in a power station reached 100,000 RMB. A research shows that employees who work for the monopoly enterprises protected by special protection policies of the country government enjoy the income which is more than three times as much as the local average salary. Recent years, new profits have been from the oil, power, coal, and non-ferrous metal industries. On the other hand, poor services provided by some industries that hold "despot items" and "egoistic attitude" and this directly infringed on consumers' interests. As well known by Chinese people, China's two major mobile telecommunications giants depending on their monopoly position charged high inter-provincial roaming fee; interbrain banking service fee charged by banks; one-way phone charges has not realized; rising oil prices forced the private oil enterprises selling themselves to foreign companies; five power generation groups jointly released a letter to Development and Reform Commission and requested price increasing. Negative impacts on people's daily life make Chinese people and private enterprises long and expect the come-out of "anti-monopoly law".

In order to eliminate monopoly in these markets, protect the competition in the markets, maintain the market competition order, and make the market play full role in allocating resources, the Tenth National People's Congress Standing Committee 29th meeting of 2007 August 31 come out the anti-monopoly law and plan to carry out on August 1, 2008. Since then, this "anti-monopoly law", brewing from 1994, finally gave birth.

According to competition theory and industry economics, "effective monopoly" plays an important role in improving the development of economy. Therefore, the target of the anti-monopoly law should not aim at all monopoly enterprises but the monopoly and limit-competition behaviors. This conclusion comes from the hundred-year evolvement of western countries. The new anti-monopoly law aims at the monopoly and limit-competition behaviors, including: Monopoly operators reach an agreement; operator's abuse of market's dominant-position; operators who possibly obstacle competition, etc.

However, those industries that are concerning China's security and control position of state-owned economic status are protected by the government. The government protects their legitimate business activities and regulates their products and service price, protecting customers' interests, promoting technological advancement. In 2006, SAC issued "Guidance of promoting the restructuring and reorganization of state-owned enterprises" and first made a clear definition: The state capital should have the absolute control in the military industry, power grid electricity, oil, petrochemical, telecommunications, coal, civil aviation, shipping industry; the state capital should maintain "strong control" in the equipment manufacturing, automotive, electronic information, construction, steel, nonferrous metals, chemicals, survey and design, technology industries.

2. Penalties caused by improper monopoly of state-owned enterprises

In those industries excepted by anti-monopoly law, not all of them are totally natural monopoly or belong to those industries that are should be controlled by the government under the state policies. As a result of not entirely natural monopoly industries and economic monopoly, phenomenon of restricting competition, lower socio-economic efficiency can be found everywhere. The "not entirely natural monopoly industries" indicates those industries that are operating unnatural monopoly business, for example, non-infrastructure segment of civil aviation industry and non-network facilities of telecommunication industry. Economy monopoly indicates large enterprises solely or jointly restrict, exclude and control economic activities in production and circulation domain, depending on their domination position and advantage position in the market (Yang Min, Wang Lijie, Zhang Yongan, 2002); administrative monopoly indicates such activities which come from the law and the government administration power and supported by the government, restricting competition in the market. Administrative monopoly is different from the traditional monopoly (natural monopoly, economy monopoly) and it originated from the economy transformation of China and Eastern European countries (Ke Jian, Zhang Xiao, 2006). According to China's present basic condition, administration monopoly has the most negative effects.

2.1 Administrative monopoly can breed and foster corruption

Behind administrative monopoly, there is always serious corruption, whether for political purposes or economic interests. The executive authorities and enterprises offer or accept bribes under the monopoly sectors, distributing national investment capitals and loans, and developing policies which are good for monopoly enterprises in price, tax and license, transferring people's interests to monopoly enterprises. Most of those enterprises are in the context of a government. The tax fees and part of profits are the main recourses of fiscal revenue. And therefore, in order to protect interests on their own, the administrative departments try their best to maintain the monopoly position of those industries. Consumers' interests in such circumstances are often ignored.

2.2 It can lower socioeconomic efficiency

Rent-seeking by enterprises and rent-setting by administrative departments can bring negative influence to social fortune and economic efficiency, damage social welfare and do harm to customers' interests. The executive authorities joint with monopoly enterprises become interest-community by setting regional and industry barriers, creating the largest interests for the enterprises they protect and bringing benefits from those enterprises. Such activities restrict effective competition seriously and lose the chance of enhancing productive efficiency and lowering cost. Take telecommunication industry for example, up to the end of last century, China's telecommunications switches amounted to about 170 million, more than the United States, forming a complete cable network. The use of program-controlled telephone proportion was as high as 99.8 percent. Long-distance transmission of digital was as high as 98.5 percent. The Modernization was beyond Australia and the USA.

However, due to China Telecom's price is always high, use of efficiency is lowered. China Telecom user is 1.4 times Germans, while German profits 2.8 times China's (Nie Xiaohong, 2007)

2.3 Conflicts against national treatment system and the WTO

National treatment system is an important system of WTO, enhancing fair competition by restricting activities of member countries. It is an important evidence for WTO, eliminating international barriers and building a union market. However, China's administrative monopoly is totally against anti-discrimination of National treatment system. In one word, it is an obstacle for China to pace the international economy development (Li Yong, 2001).

3. Shortcomings in the implementation of the Anti-monopoly law

Though the Anti-monopoly law aims at eliminating the disadvantages of improper monopoly and breaking the low social efficiency caused by long-term monopoly, shortcomings in the implementation of the Anti-monopoly law resulted from the monopoly by administrative power and state-owned enterprises still exist.

3.1 Taking public's interests as excuse

The first principle in the profile of the Anti-monopoly law indicates the target of this Law: preventing and suppressing monopolies, protecting the free market, improving economic efficiency and safeguarding the consumers' interests and social public interests, and promoting the healthy development of the socialist market economy. So parts of enterprises can be protected for the reason of "safeguarding the consumers' interests and social public interests" Take the seventh principle in the profile for example: "As for state-owned and controlled industries relating to the lifeline of the national economy and national securities and industries carrying out franchise activities by law, the government will offer the protection to their legal operating activities and supervise and regulate the price of their products and services, protecting consumers' interests and promoting technological progress". However, "social public interests" is an ambiguous concept, which gives a most rational reason.

3.2 Lack of effective anti-monopoly law enforcement agencies

3.2.1 Two-tier system of multi-agency law enforcement system

The law enforcement system designed by the Anti-monopoly law is a "Two-tier system of multi-agency law enforcement system", including an Anti-monopoly committee and several Anti-monopoly law enforcement agencies. The Anti-Monopoly Committee plays a role in organizing, coordinating and guiding anti-monopoly work. In general, the authority of law must be derived from an independent, centralized, unified, professional law enforcement system and law enforcement agencies. Therefore, comparing with other countries' experience, we can clearly find some unforeseen problems lying in our law enforcement system.

If there is a clear delineation of the border settled among law enforcement agencies, once the economic monopoly occurred, different law enforcement departments will fell over each other with executing the law when it refers to more benefits and different law enforcement departments will be in mutual prevarication when it involves more difficulties of law enforcement. As mater of fact, the "Two-tier system of multi-agency law enforcement system" dismembered the law enforcement power which should have been controlled by one agency. This leads to the low efficiency of the implement of the Anti-monopoly law. Such a law enforcement system will hard to take effect unless the Anti-Monopoly Committee can do good job in their duty and set a positive authority and strictly regulate each law enforcement agencies.

3.2.2 Lack of the special powers on regulatory bodies

The Anti-monopoly law prohibits abuse of dominating market position and it should concern those large enterprises that have made a monopoly or dominant market position, particularly in telecommunications, postal services, railways, electricity, banking and other areas of large state-owned monopolies. However, in general, however, in general, these large state-owned monopoly sectors of the industry have regulatory bodies, whether the anti-monopoly law enforcement agencies have the power to regulate these industries is a sensitive topic. Therefore, if the "anti-monopoly law" does not have special power on the regulatory body, law enforcement will be interfered by these regulatory bodies.

3.2.3 Administrative Monopoly in the legislative process

In the legislative process, "Administrative Monopoly" is always a controversial topic. And in Feb., 2006, it was reported that chapters about "Anti- Administrative Monopoly" were canceled from the Anti-monopoly law. As media reported, on a feasibility study meeting in Dec., 2005, the discussion focused in "Anti- Administrative Monopoly" was very serious. In the end, ideas of "eliminating reform" were accepted. "Eliminating reform" indicates that the Anti-monopoly law should focus on "Anti-economic monopoly" but not "Administrative Monopoly" and "Administrative Monopoly" must be eliminated by advanced system reform. "Anti-administrative Monopoly" is not the job of "Anti-monopoly Law". (Wang Xiaoye, 2007).

So at present, the immediate "Anti-monopoly Law" doses not play a part in eliminating administrative monopoly in China. It should depend on the process of perfecting the market economy system to realize.

4. Conclusion and suggestions

Thus, to sum up, we are still anxious about the efficiency of the new Anti-monopoly law. In reference to the principles themselves, there is large room to explain. As for the efficiency of law enforcement, there is not a united, authorized and indecent anti-monopoly law enforcement agency. And the government's spoiled attitude to state-owned enterprises influences the efficiency of Anti-monopoly law enforcement.

While we can not generalize that all the monopoly of state-owned enterprises should be eradicated, because in some monopolized industries the benefits to society are often larger than the damage caused by limiting competition. However, for improper monopoly of state-owned enterprises, such as administrative monopoly, if not to be eliminated, the risks and hidden dangers will not disappear. There is nothing wrong with the strong support of state-owned enterprises to enlarge its scale, but the government always pursues the policy of the state-owned enterprises and this will in fact weakened the strength of the growth of state-owned enterprises, making these state-owned enterprises like the fragile flowers in the greenhouse.

There are some suggestions on realizing anti-monopoly in China:

Firstly, the targets should be known clearly. The government should opposed activities of state-owned enterprises.

Secondly, a strong, united, authorized and indecent anti-monopoly law enforcement agency should be set up. It is an assurance to the efficiency of the anti-monopoly law enforcement.

Thirdly, competition should be brought into the monopoly industries. To really make the market mechanism work, companies reduce costs and improve quality, improve management, positive innovation, and so as to achieve greater efficiency, optimize the allocation of resources, the most fundamental way is to introduce a full, fair, sequent competition into monopoly industries.

Finally, the public power is very important. It is far from enough to depend on government. Making use of propaganda means, so that citizens can clearly understand the harm and significance of anti-monopoly. It will play a positive role in promoting anti-monopoly.

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On Common Representations in Design

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Abstract

In our highly modernized and information-based society, with the development of new materials and technology, new ideas and concepts as well as some foreign artistic trends are bringing forth unprecedented impact on Chinese traditional art. Therefore, it seems to be urgent for us to figure out how to understand modern design and how to make proper use of artistic representations to convey designers' ideas.

Keywords: Representation, Technique, Psychology, Visual effect, Tool

Although a variety of classification methods exist as for the representations of modern design, they share an ultimate goal in common. Listed below are 14 different representations classified according to consumers' psychological factors, the principles of composition and different techniques employed in design.

1. Clear manifestation

This is one of the commonest and widely employed representations, which displays a certain product or subject directly in an advertisement by making full use of the factual features of photography or painting. This kind of delicate description of a product's quality, appearance and function will impress consumers and gain their trust in return. However, with products presented to consumers for close observation and assessment, their arrangement and display angle should be attached special importance to in order to emphasize the part which will impress consumers most. Only by putting the products into attractive space can the visual impact on consumers given by the advertisement be enhanced.

2. Emphasized characteristics

A variety of methods are employed to emphasize and display the distinguished characteristics of a product or subject as well as to put them into the major visual attractions in advertisements in order to attract consumers' interest at the very first moment and hence their desire to own them. In advertising representations, these characteristics which call for extra coloring are generally determined by a product's distinguished capacities, its trademark and the manufacturer's symbol. As a quite popular representation as well as one of the significant methods to emphasize the subject of certain advertisement, this method is of indispensable value in art design.

3. Contrast

This is the most prominent representation in a conflict-oriented artistic beauty, which puts the natures and features of the subject matters to be described in sharp contrast in order to achieve a concentrated, concise and varied effect. With this representation, a product's functions and features will be given more emphasis, hence arousing profound visual effects in consumers. It is safe to say that all artistic forms benefit from contrastive representations. Actually, this method has led to not only enhanced manifestation effects but also expanded appeals. A successful employment of contrast will endow an ordinary-looking image with rich implications, displaying different levels and depth of advertising representations.

4. Reasonable exaggeration

This refers to a kind of exaggeration in some aspects of the quality and characteristics of the subject publicized in advertisements with imagination in order to increase consumers' knowledge about them. According to Gorky,

exaggeration is the basic principle for creation. This method will give more vivid emphasis or reveal the nature of matters, hence enhancing the artistic effects of certain works. With exaggeration, novelty is sought for in generality and the positive part in the subject's features is emphasized to attract people's attention. Based on its manifestation features, exaggeration can be divided into exaggerated form, which is a presentative one, and exaggerated quality, which seems more implicative. This exaggerative method inputs more emotional attraction into the artistic beauty of advertisements, attaching more importance to the characteristics of a product.

5. Affording wide views in small confined space

By emphasizing, selecting and condensing stereo images in advertising design, a point or a part can be focused on or enlarged in order to express the theme more fully. This affording-wide-views-in-small-confined-space artistic representation presents designers with great flexibility and expressive force as well as recipients with large space for imagination, hence interest and association of ideas. Here the small confined space refers to the focus and visual center in advertisements, which is the condensation and sublimation of advertisement originality as well as designers' unique arrangement. Therefore, this "small" effect aims at a delicate pursuit for concision instead of "smallness" in the general term.

6. Association of ideas

Association of ideas will help to break confined time and space, expand the capacity of artistic images and enhance the poetic imagery of pictures. Generally, sense of beauty will be inspired to the greatest degree when people find something about themselves or their own experience. With the resonant sense of beauty, people's emotion for the product is really intense and profound.

7. Employment of humor

This refers to the reproduction of comic features in advertisements by displaying the comical character, appearance and behavior of people in our daily life. In order to create a comic but meaningful artistic conception, attractive plots and delicate arrangement are often used to develop those emphasized things into comic-like ones. Such a humorous conflict will achieve an unexpected but reasonable artistic effect, hence exerting its expressive force in a unique way.

8. Figure of speech

With this method, two things different from each other while similar in some aspects are put together in design. In spite of the lack of the direct relevance between the subject matter and the compared thing, their similarities at some point can be made use of to achieve an indirect artistic effect. Compared with other representations, this technique seems more implicit. Once understood, however, it will arouse more emotional resonance in consumers.

9. Arousing consumers' emotions

With emotional factors as the most significant part of artistic appeals, aesthetics refers to the course in which the subject and the object exchange their emotions with each other. Art is characterized by conveying feelings by nature. Therefore, in advertisement design, if some proper emotional content is chosen to emphasize the theme in a real and vivid way, consumers will be attracted by its artistic appeals, which is a focus on literature and a pursuit for beauty in modern advertisement design.

10. Arrangement of suspense

This technique, by mystifying the content in advertisements deliberately, arouses consumers' suspicion and anxiety, and hence their curiosity and association of ideas for the real purpose of the advertisement. Then, with the title or the text declared, the audience will be impressed a lot in addition to having their suspicion cleared. This technique has high artistic values in that it succeeds in arousing the audience's interest and attention by enhancing the conflicts, hence achieving remarkable artistic effects.

11. Choosing idols

In reality, everyone has his idol in his heart and wishes to become a person like him. Taking advantage of this psychological characteristic, idols admired by people are employed to accompany product information in advertisements. In this way, the status and reliability of the product can be improved to a large degree and consumers' desire for purchasing this product will be stimulated. A variety of idols can be chosen from, including attractive stars, well-known sports stars, politicians, celebrities, artists, heroes and so on. It is very important to choose an idol conforming to the product or service in quality. Otherwise, if the audience feels disgusted about the inharmonious combination of and idol and a product, nothing positive will be achieved in the end.

12. Humorous imitation

This refers to a kind of creative allusion, in which new implications are added to some well-known traditional works of art, creating a kind of humorous effect. Given unique visual impression and pleasant feelings, consumers will be appealed more easily by the product. Meanwhile, the product's status and attention it holds will be improved a lot. This

technique, generally, by hiding the persuasive power of advertising in the sense of humor, succeeds in impressing the audience as well as amusing them.

13. Fantasy

Here, malformed exaggeration as well as fertile imagination is employed to create some fantastic images which is different from the reality to some degree. This romantic technique brings about special beauty with its special visual effect, satisfying those people longing for odd interest. In this technique, artistic imagination seems significant, which is a symbol of advanced human intelligence. Actually, imagination is called for in everything especially art, therefore, it is safe to call it the life of art. Imagination plays an active part from the very beginning of conception to the end of the whole design course. Rooted from creativity, creative imagination implies the birth of new ideas as well as new images. It is fundamentally intended to reform the experience involved in allusion and shape it into creative images, giving strong impact on people's mind.

14. Series pictures

Series pictures will convey clear and powerful information to the audience with the complete visual impression they give to them. Due to the frequently repeated vivid images displayed in advertisements, consumers' impression of certain products or services will be deepened, therefore, more can be achieved in expanding sales, establishing brand names, stimulating consumption and improving competitiveness, especially in establishing corporate images.

To sum up, form psychology, the basis of design, should be attached great importance to. As for visual psychology, the traditional monotonous forms are expected to give way to varied representations or those in series, which conform more to the basic principle of "including diversity in unity". Only in this way can individuality be displayed in some similar things, hence creating a harmonious as well as contrastive artistic effect and enhancing artistic appeals.

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