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History: Translation or Recording of the Facts

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Abstract

Is the writing of history a subjective translation of the past or a truthful recording of the facts? Some theorists suggest that historiography is a geo-political space to expand power and control while others insist that history is no more than a fiction. Through the comparison of different textual descriptions of the same Chinese historical events in the late 19th and early 20th century, the author of this article contends that although the historiographers should keep an eye towards updating the source material with newly discovered evidence, the past is a once existent reality and therefore has a compelling and distinctive form which a postmodern fiction can never replace; and although the interpretation of history cannot ideally avoid the possibility of bias shaped by individual discourses of a given culture, readers have the right to know the facts as such; otherwise, what Hegel once worried about might come true though in a different version: “the only thing we can learn from history is that no one learns anything from history.”

Keywords: History, Historiography, Misrecognition, Facts, Bias

1. Cases of different textual descriptions of the same Chinese historical events

Mark T. Gilderhus (2000) once said that “without memory, we would have trouble functioning and making do in the world” (P. 8). But if this memory is wrongly written or purposefully translated, what will happen?

The late 19th and early 20th century is a special period in Chinese history, filled with military and ideological conflicts. China, with an imperial history of more than one thousand years, suddenly became the object to be civilized or carved up by the industrialized countries. Gunfires, foreign capitals, and the concepts of nation, democracy and science were fundamentally shaking the foundation of this feudal empire. For the first time, the historiography of whether China was being colonized or modernized became a political as well as linguistic issue, touching the cornerstone of Edward Said’s critique on oriental theories, that is, the colonizers invented false images and myths of the colonized to justify their exploitation and domination. Inspired by the studies of Said and other contemporary theories, this article is to question those discrepancies written separately by western and Chinese scholars on the same historical events during the late 19th and early 20th century. A comparative and empirical approach is adopted.

Case 1: The cause of the Second Opium War

The Columbia Electronic Encyclopedia (6th edition) says that

In 1856 a second war broke out following an allegedly illegal Chinese search of a British-registered ship, the Arrow, in Guangzhou. (“Opium Wars”)

However, the Database of the Fundamental Education on China (Note 1), which has the same content as the textbook for grade 8 does in all China’s primary schools, says that

On October 8, 1856, the Qing government officials boarded the Arrow, a Chinese-owned ship which had been registered in Hong Kong and was suspected of drug smuggling. Several pirates and Chinese sailors were arrested and imprisoned. This was known as the “Arrow Incident”. This was completely an interior affair, having nothing to do with the British Empire, but the British officials in Guangzhou demanded for the release of the sailors and pressed for apologies from the Chinese officials in that the Arrow was flying a British flag and the Qing officials had insulted the flag. Ye Mingchen, the Commissioner of Guangdong and Guangxi, argued violently first but later set free the prisoners in order to settle the affair in a compromising way. However, the British official refused by every means to get this incident settled. On October 23, the British warships barged in Humen and attacked Guangzhou. The second Opium War broke out. (para. 3)

Case 2: The Tai-ping Rebellion

In *The Romance of the Old New England Rooftrees* Mary Caroline Crawford (1908) wrote that

The great Tai-Ping rebellion, that half-Christian, wholly fanatical uprising which devastated many flourishing provinces, had, at this time, attained alarming proportions. (P. 48).

However, in the Chinese Youth Encyclopedia (Note 2) it is written that when Hong Xiuquan's Tai-ping Rebellion broke out

Guangdong, Guangxi and many provinces in China had been continuously hit by floods, droughts and locusts that the peasants had almost been driven to the last ditch...During this period (from 1840 to 1850), Hong Xiuquan, attracted by the Christian idea of monotheism and equality, wrote several pamphlets advocating 'great peace under heaven' and 'every one is equal'. (para. 1)

Case 3: The Boxer Rebellion

In *China: the Roots of Madness* - "a sample of the modern documentary technique" (White, 1967, P. 7) - the Boxers were described to "begin to kill in early 1900 with the Empress' consent" (P.19). Similar descriptions could also be found in Helen Foster Snow's *Women in Modern China* (1967) that

This led to the Boxer Rebellion in 1900, directed against the Chinese Christians and the foreigners. In this Christian women were a special target for attack, and were singled out by unbound feet in some cases. The Empress ordered all foreigners to be killed [...] Scores of Roman Catholic and Protestant missionaries and thousands of Chinese Christians were done to death... (P. 17)

However, in the book *History of Boxers' Fighting against Eight Power Alliance* written by Anshi Mu (1997), a different story is found that (Note 3)

On May 31, 1900, a troop composed of 356 soldiers and officers of the United Kingdom, Russia, the United States, France, Japan and Italy marched into Beijing. [...] Before the foreign troops came to China, the boxers' slogan was "Fu Qing Mie Yang" which means "support the Qing Government and destroy the foreign religions"; therefore, no missionaries were persecuted or killed. Instead, they were threatened or compelled to leave China. Before May 31, 1900, no single foreigner was killed by boxers anywhere in China. (P. 146)

2. History and historiography

In the earliest Chinese tradition, history, literature and philosophy were categorized as different genres. History was defined as a narration without polemical purposes. Its earliest form was a memo like recording of what the ruler said and did for a later checkup. According to the earliest Chinese characters inscribed on oracle bones, Shi (events or what the ruler said and did) and Yin (the official who is in charge of documentations and the record of Shi) had already been in existence in Shang Dynasty which started around 1723 B.C. and ended around 1046 B.C.. When it came to the Spring and Autumn Period (722 B.C. – 481 B.C.) of Eastern Zhou Dynasty (770 B.C. – 246 B.C.), "jun ju bi shu" (every movement and action of the ruler should be recorded) became the essential part in the establishment of the great learning for the ruler and Confucian scholars; more specific and institutionalized divisions were made in the responsibility and commitment for those who did documentation or historical recording works, for example, the following positions were set up in charge of different affairs: Da Shi (Big Affairs, concerning laws and rituals of how to rule a state), Xia Shi (Small Affairs, concerning the management of affiliated tributaries), Nei Shi (Internal Affairs, concerning the drafting and publication of the rulers' orders or decrees), Wai Shi (External Affairs, concerning the relationship with other states or border ethnic groups), Zuo Shi (Speeches, concerning the recording of speeches) and You Shi (Events, concerning the recording of deeds or events). Whatever affair was to be written down, an authentic recording of who, where, when and what was the basic obligation. If anything resembling philosophical reasoning took place, the historical work would be taken as in danger of unreliability. However, gradually the need to interpret rather than to record history developed and there appeared such works as Zuo Zhuan (*Zuo Commentary Tradition*, covering the years from 722 B.C. to 463 B.C.) which was the exegetical commentary to Chun Qiu (*Spring and Autumn Annals*, covering the years from 722 B.C. to 481 B.C.). The same tendency could also be found in other countries, for example, in Greek history, in 1909, Felix Jacoby published an article titled as *Über die Entwicklung der Griechischen Historiographie und den Plan Einer Neuen Sammlung der Historikerfragmente* trying to provide a new edition of the fragments of the previous Greek historians and, although his "work represented a revolutionary step" (qtd. in Kraus, 1999, P. 283), his interpretative reorganization had been widely criticized. Despite the development of hermeneutics to the historical works, emphasis on eyewitness or reliable testimonies was still the main trend. A wide destructive effect to the traditional antiquarian approach came from the Enlightenment in Europe of the 18th century which advocated the rationalization of history without much evaluation of evidence and facts. Although Leopold von Ranke's "writing history as it essentially was" gained wide recognition and due to his influence history had become an independent academic discipline, more Eurocentric historical discourses spread as more colonies appeared. As the matrix of world

powers was renegotiated after World War II and the previously colonized nations gained independence one after the other, more voices were heard to question and re-evaluate the old “master narrative”, and the tendency of “only X can speak about Xs” (Brettschneider, 1996, P. 80) stood out with the assistance of postmodernism which, with an iconoclastic and resurrecting force, challenged what had been taken-for-granted and pulled the peripheries to the centre of attention. History, which was supposed to be a faithful record of the fact, was turned into a battle field where the reestablishment of one’s identity was carried out and the credibility of the process was put in question. Besides Jean-Francois Lyotard’s identification of “performativity” (1984) in the preference for “petites histories” or “micronarratives” as a postindustrial desire characterized not by acquiring new facts, additional information, or truth but “the best possible input/output equation” (P. 46) the following phenomena should arouse the attention of historical writers.

3. Fallacies history faces in its identification

Norman J. Wilson (1999) once defined history “as a continual, open-ended process of argument, which is constantly changing [...] Thus there are no final answers, only good, coherent arguments” (P. 3). Obviously, this is a too idealized interpretation of history as something void of any possibility of bias shaped by various discourses of a given culture represented by the historiographers, and his replacement of “the facts” with “continually changing bodies of evidence” (P. 3) in the definition of history rationalized the fallacious phenomenon that as more advanced technology made more accurate and unified interpretation of the evidence possible, there were, on the contrary, more diverse interpretations to the same historical phenomenon. Besides

3.1 Subverting force of language

To make this process of retrieving truth from the past more complicated was the language. From the very beginning language was a self-contained system of signs and symbols translating reality but also subverting from the inside, especially when deconstruction theorists and postmodern extremists advocated the interchangeability between the surface and deep structure or between the signified and the signifier so that in a metaphysical world biased interpretation itself might be turned into a canonic source for reference and the real world became “the generation by models of a real without origin or reality” (Baudrillard, 1999, P. 381). This somewhat explained why Edward Said interpreted history as an instrument of the control of power and why Homi Bhabha argued that misrecognition of one culture by another was a way to extend political and social domination in the world order (Bhabha, 1992, P. 438). This linguistic adaptability in the justification of political intention also led to the emergence of a so called third space where “cultural signs are not fixed but can be appropriated, rehistoricized, translated, and reread” (Childs and Williams, 1997, P. 142).

3.2 Political interference as nationalism

In September 2004 a conference titled ‘Nationalism, Historiography and the (Re)construction of the Past’ was held at the University of Birmingham. In its call for papers was written that (Note 4):

The teleological nature of history encourages historians to retroactively imagine or construct past communities in accordance with contemporary cartographies. Today these cartographies are dominated by the nation-state and its territorially oriented mapping of geo-political space.

Even from the title of the conference, readers can tell the inseparability between the writing of history and politics embodied in nationalism. As a set of political or social philosophy in which the welfare of the nation as an entity is considered above any personal or other nation’s welfare, nationalism is usually incorporated in the nationalized ethics and infused in the working institution of individuals. Sometimes it might be the only precondition for citizenship or political right if dictatorship happens to exist. Therefore, the historiographers are apt to fall in the trap that the duty and loyalty to the nation is above everything else. Thus, the concern with national self-interest to the exclusion of the rights of other nations might lead to a biased historical writing or national conflicts.

3.3 Postmodern fictionalization of history

Another trap that a historiographer might easily fall in is the reciprocal relationship between history and fiction. Either as an advocator that “literature, as an allegorical mode of interpretation, bears witness against history’s claim to monopolize reality” (Braester, 2003, P. 6) or as a compromiser with the big “I” embodied in the postmodern theories, Yomi Braester does represent a trend that no objective reality exists. However, this rejection of objective truth paradoxically conjured up an overall suspicion including the challenge to the “master narrative” in terms of which human society or history was being historicized and understood. If the suspicion to the inner structure which prescribed the role of a “master” or “non-master” emerged, what kind of new criteria should be established based on a more interactive, reliable and globalized background? Maybe the recognition of a “master narrative” in history is in itself a problem. Readers can tell the difference between the following two statements. One is Napoleon’s “history is but a fable agreed upon” (qtd. in Imperato, 2000, P. 249) and the other is Sir Robert Hart’s justification of whatever account might be made on the Eight Power Alliance’s doings in China in the year of 1900:

[I]t would be interesting to get a really reliable Chinese account of Palace doings – and Peking doings – during 1900. As it is, we are all guessing and inferring and putting this and that together. As time has gone by, fires, deaths, forgeries, and revolutions – cultural or otherwise – have rendered finding such an account even more unlikely. (qtd. in Preston, 2000, P. 335-336)

Whether Napoleon's history was a fable or not, at least the modifier "agreed upon" indicated a mutual respect and a temporarily reached agreement - if it was not a permanent non-reducible truth. However, Sir Robert Hart's conclusion that there might not be reliable Chinese account of Palace doings has already been overthrown as more pictures and the western witness' memoirs got published online or in the book market.

3.4 Biases caused by egoism

The greatness of Sigmund Freud lies in his analysis of "id", "ego" and "superego" which is actually another version of the explanation of how an individual is socialized as life matures. It is a process of the demise of the true self and the institutionalization of a social individual. When we see ourselves as egos, we lose the joy of being true to ourselves or Nature but evaluate our behaviors based on the social norms and put others in the position of accessories depending on their utilities in our struggle for power. Egoism ranges from individualism to nationalism or racism, which can easily lead to bias, ignorance or innocent misinterpretations of other cultures. Take for instance, when Pearl Buck said in Theodore H. White's *China, the Roots of Madness* that Jiang Jieshi's personal charm was so radiant that he should have been the emperor if the empire had not been overthrown by the 1911 Revolution she did not realize that she was doing a "documentary" as a "historical witness" and she was doing a commentary based on her own likes or dislikes. Her following description was also worth suspicion without special context provided:

[T]hey were a very practical sort of soldiers, those warlords. When they fought a battle, they would notify us that they were going to have a battle the next day [...] they never fought if it rained-they thought it was foolish to go out in the rain and fight [...] they always took off for lunch and then by sunset, it didn't matter how hot the battle had been, when the sun set everything stopped and quieted down for the night so you could get a good night's sleep. (White, 1967, P. 37)

No similar description was ever found in other writings or personal recalls on such a religious war behavior associated with Chinese warlords in an era of military chaos, and it completely fell off the popular Chinese military philosophy that had been cherished and handed down since the birth of Sun Zi Bing Fa (*Art of War*) written around 515 B. C. - 512 B.C. - that is, the most valuable tactic to win a war was "changeability" or "action in sudden". Even in the same book, Pearl Buck's description was also in conflict with Theodore H. White's in that "[on] April 12, 1927, in Shanghai was the night of terror, as Chiang's troops rounded up and butchered hundreds of Communists [...] And when the sun rose, Chiang was in complete control of all the lower Yangtze valley" (White, 1967, P. 72).

3.5 Lack of empiricism in the writing of history

As everyone knows that history and science were traditionally taken as competing disciplines with the former studying the human past in a qualitative way trying to interpret each individuality while the latter studying nature in a quantitative way to discover the underlying principles or laws that control or guide things as they are. In recent years, groups of social scientists were trying to use quantitative method to databank the works of historians so that a governing pattern might be discovered or constructed to be used as a conceptual framework for further studies of the differences or similarities among different information suppliers separated in time and/or in space. The problem they met was not technical but the vast varieties of available historical accounts so much so that it was impossible to decide which were objectively valid enough and which were not.

When in 1991 Norman F. Cantor published his provocative *Inventing the Middle Ages: The Lives, Works and Ideas of the Great Medievalists of the Twentieth Century*, an embarrassing result was revealed that each of the twenty major historians he examined had produced a different picture of the Middle Ages so that no single "historical record" could be derived for the social scientists to rely on for a typology or a background framework to test the credibility or reliability of other sources. Although Cantor was reviled by many for his mock on the giant medievalists in the 20th century, his research proved a prevalent practice in the field of historical writings that the imaginative constructions of lives and events, when woven into particular overarching narratives, seemed so natural and convincing that the political or historical configuration had become a useful vehicle for the claims the historians wished to advance (Cantor, 1991: 37).

3.6 Boundary and aesthetic changes of different eras

When the revision of the *Oxford Dictionary of National Biography* was made for its second edition, policy was given that "no one who was originally featured is to be excised [...] many entries will be cut, re-organized, 'corrected' and otherwise refashioned [...] above all, they need more women [...] Meanwhile, the main things that are being 'corrected' and cut are to do with military men and imperialists" (Lee, 2000, para. 10). This passage has at least two implications: war or colonization related information might not be accurate and different ages have different aesthetics or desires. However, whose burden the controversial past is and in what way a mutual progress is to be established which should be beyond the

patriarchal boundaries of Eurocentric concerns and its presumptuous universalism when the dichotomy between the east and the west and the colonized and the colonizer is collapsing?

In a democratic society where different voices are heard, the writing of history might be more prudent or based on objectively reliable evidence due to the pressure of further investigation coming from free spirits or rival parties; however, if it is a highly totalitarian government and its people are united under a homogeneous discourse, the person who writes the history might be more consciously or subconsciously guided by a political inclination, which should and might be able to be prevented through the writer's cultivation in critical thinking and a democratic cosmopolitanism. New theories such as feminism, psychological criticism, deconstruction or queer theory are more or less challenging the orthodox aesthetics and therefore the cultural discourse and social patterns. Nobody dared to expect for a law of the same-sex marriage before the 21st century and the first same-sex marriage legalized in the Netherlands in 2001 has already been recorded as a historical evidence of humanism and will further the aesthetic or ethic discussion of such technologies as cloning, test tube babies or surrogate pregnancies.

4. Preventions to the slipperiness of history as the fact is

When talking about the modernization of Chinese historiography, Dolezelova-Velingerova and his collaborators (2001) postulated that

the intention of redefining Chinese history from the perspective of world history was disrupted by the bitter conflicts between the Qing government and the western powers that a search for 'spirit' in Chinese history from a national point of view was introduced [...] Modern Chinese historiographies thus emerged as repositories of intentionally shaped 'cultural memory', which was frequently constructed and reconstructed according to a constantly changing understanding of the notion of 'literature' and 'history'. (P. 126)

This "intentionally shaped cultural memory" is not only specific to the Chinese historiography but a universal phenomenon. If taking a comparative look at the European historiography before and after Christianity gained legal status and dominated in personal and national lives, one can easily find how a created religion has left its traces in every corner of one's internal as well as the physical external world and thereupon changed the whole geographical world and human history.

Revisionists more than once present the problem of inaccuracy or misrecognition in front of historians, pressing for the revision to the wronged. Upon this, numerous excuses have been made emphasizing the limitation of "then" and "there" and how history is as fallible as every person is. The most watchable problem is that the term of "innocent mistakes" seems to be more welcome and reciprocal than the blaming terms of Nazism, colonialism, self-centralism or racism. However, if cultural ignorance, technical deficiency and moral innocence are all excusable for the historical misrecognition or misrepresentation, what else is left for the younger generation to rely on for what had really happened in the past and happened in this way rather than that way? Warning has already been given long time ago by Frederick M. Powicke (1938) that "history was full of the dead weight of things which have escaped the control of the mind, yet drive man on with a blind force" (P. 45). How blind this force will be depends on how open the eyes and mind are.

Nowadays when the dispute on real, unreal, surreal or hyperreal has become a fashion, the re-evaluation of history and its uniqueness in disciplinary construction becomes urgent; otherwise, what Hegel once worried about might come true, though in a different version, that "the only thing we can learn from history is that no one learns anything from history" (qtd. in Gilderhus, 2000, P. 2). Whether historical scholars should approach the source material with an eye of updating it with newly discovered evidence or stick to the principle that history is hard facts independent of individuals' will and therefore can not be approached in a fictional way, the past is a once-existent reality. It is "this quality of the past that makes it uniquely compelling and distinctive from fiction" (Wilson, 1999, P. 4) – "Who shall write the history of the American Revolution? Who can write it? Who will ever be able to write it?" asked John Adams, "Nobody," Jefferson answered, "except perhaps its external facts" (qtd. in Jensen et al, 1961, P. 96-97).

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Notes

Note 1. [Online] Available: http://www.cbe21.com/subject/history/html/080502/20012/2001226_283.html (November 19, 2006). The translation from Chinese to English is done by the author of this article.

Note 2. [Online] Available: <http://www.cycnet.com/encyclopedia/history/dynasty/991105029.htm> (Nov. 21, 2006). The translation from Chinese to English is done by the author of this article.

Note 3. The translation from Chinese to English is done by the author of this article.

Note 4. [Online] Available: http://www.ottoman-links.co.uk/2004_nationalism_conference.asp (December 1, 2006).



Study on the Logical Ideas in Chinese Ancient Mathematics from “Liu Hui’s Commentary of the Chiu Chang Suan Shu” (Research of the Relations between Calculation and Proof, Arithmetic and Logic)

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Abstract

“Liu Hui’s Commentary of the Chiu Chang Suan Shu” is the best commentary for the most important basic book in Chinese ancient mathematics, the Chiu Chang Suan Shu, and it contains large numbers of logical reasoning and logical ideas. Abundant logical ideas and logical contents in Chinese ancient mathematics were contained in Liu Hui’s Commentary. Based on analyzing the items in Liu Hui’s Commentary and relative ancient literatures, abundant logic contents in the Commentary and the logical contents in ancient mathematics were demonstrated from three angles including concept, logical method and symbolic logic in the article. The relations between calculation and proof, arithmetic and logic in ancient mathematics were also expounded in the article, and the conclusions showed that there was proof logic or arithmetic logic existing in the ancient times of China.

Keywords: Chiu Chang Suan Shu, Chinese mathematics, Logical ideas, Arithmetic

“Liu Hui’s Commentary of the Chiu Chang Suan Shu” is the best commentary for the most important basic book in Chinese ancient mathematics, the Chiu Chang Suan Shu, and it contains large numbers of logical reasoning and logical ideas, so the conclusions that Chinese ancient mathematics had large numbers of logical contents and embodied abundant logical ideas can be proved, just as Wang Dianji said, “in Chinese ancient logical literatures, there were many scientific historical materials to discuss concept, judgment and reasoning, which only need to be collected (Wang, 1961)”.

1. Concept

Concept is the base of the logic. Chinese ancient mathematicians often directly or indirectly defined the mathematical concepts, and used refined words and simple mode to open out the connotation of concept. Qian Baocong said, “The mathematical noun without specific definition will certainly influence the development of theoretical research”. Under the principle of “Shen Bian Ming Fen”, Liu Hui specifically defined a series of mathematical concepts. And his commentary of the Chiu Chang Suan Shu directly specifically defined tens of mathematical concepts (except for a few concept of them (such as “power”) which were created by Liu Hui, most of them didn’t be defined but used in the Chiu Chang Suan Shu, such as Lv, Cui Fen, Lie Cui, cube, Li Yuan, evolution, extraction of cubic root, Yang Ma, Xie Du, Bie XV, Fang Cheng, Zheng Fu, Gou, Gu and Xian) at least (seen in Table 1).

2. Logical methods of deduction and induction

(1) “Liu Hui’s Commentary of the Chiu Chang Suan Shu” firstly “reasons by words and explains by figures”. “Words” are logical rules, and “figures” are visual images. “Reasons by words” means to analyze the references of the formulas, propositions and operation rules by the relation, judgment and reasoning. “Explains by figures” is to use figures to visually express the operation structure and arithmetic process of mathematics.

Chinese ancient mathematics had strict demonstration and emphasized logic, deduction and reasoning. “Every problem in Liu Hui’s Commentary of the Chiu Chang Suan Shu can be decomposed by some judgments connected from

beginning to end, and if we carefully analyze the associations among these judgments, we can find that these judgments have composed many reasoning which compose a proof. Therefore, the commentaries in Liu Hui's Commentary of the Chiu Chang Suan Shu have possessed the structure of proof. For most commentaries, the reasoning in them are deducted reasoning, and most proofs are also deducted proofs (Wu, 1987)." Liu Hui's Commentary of the Chiu Chang Suan Shu used 219 words of "Gu", and except for three of them in the critical interpretation, others all denoted the causality. In ancient books except for Mohist Cannon, the using quantity of "Gu" to denote the causality in Liu Hui's Commentary of the Chiu Chang Suan Shu was most. Just as Mr. Guo Shuchun said, "most of 'Gu' in Liu Hui's Commentary were used in reasoning, i.e. connecting 'Lei', 'Gu' and 'Li', which was 'Tui'..., Liu Hui's 'reasons by words' is 'Tui' in fact".

The existing "Liu Hui's Commentary of the Chiu Chang Suan Shu" only includes words, but the mark of figure still can be seen in the commentary, and the using attention of the figure is to open out the logical references that the formula or operation rule came into existence, and to fully embody the logical idea of "using figure to explain". In addition, Yang Hui had the opinion that "when the problem can not be solved clearly, the figure should be used to prove it" to reason by figures. The beginning of the "Si Yuan Yu Jian" written by Zhu Shijie in Yuan Dynasty also had "Si Yuan Zi Cheng Tu Jie", which indicated the headstream that Chinese ancient mathematics used figures to reason.

(2) The reduction was the character of the logic in the arithmetic theory in Chinese ancient mathematics. A series of similar problems were listed in the Chiu Chang Suan Shu which pointed out the general solution of these problems. But this kind of solution was positively reduced, such as "Yue Fen Shu", "Ke Fen Shu", "Jin You Shu", "Fang Cheng Shu" and "Zheng Fu Shu". The "Kai Fang Zuo Fa Ben Yuan Tu" early in Jia Xian's "Huang Di Jiu Zhang Suan Shu Suan Fa Xi Cao" was reduced from examples. Zhu Zai in the Ming Dynasty gave the general conversion method between novenary decimal fraction and denary fraction, which was obvious result of reduction. Qin Jiu Shao's "Da Yan Zong Shu Shu" was most the prominent representation of the reduction method.

3. The budding of the constructed and mechanized symbolic logic idea

Comparing with Euclid's Elements of Euclid, Chinese ancient mathematics has its own characters, i.e. the combination of the structured property and the mechanical property. 246 problems in the Chiu Chang Suan Shu were structured by the mathematical mode, and each type of problem had a general solution. The contents and system of "Ce Yuan Hai Jing" were also structured, and the volume 1 of "Shi Bie Za Ji" in the 13 volumes contained the definitions, theorems and formulas to solve the problems, and the solutions from volume 2 to volume 13 all can be deduced by the "Tian Yuan Shu" based on that, and as the creed of the book, "Zhu Za Ge Mu" pointed out the basic principle of the whole book. By starting from definitions, theorems and formulas, other propositions could be deduced, and the whole "Shi Bie Za Lun" was the theoretical base to solve problem and reason for the whole book. It is obvious that it was a perfect deduction system and a basic self-sufficient structured mathematical system. In addition, the book of "Shu Xue" also had strong structured and mechanical characters, and its many algorithms had same or similar principles with the program design of computer. For example, if Qin Jiuzhao's arithmetic is used to form the "flow chart" by imitating the symbol and figure process of program design, it would be similar with the arithmetic design of computer.

4. Relations of calculation and proof, arithmetic and logic in Chinese ancient mathematics

Proof is a kind of logical method, and strict math proof is the representative in the proof as the strictness and symbol of the logical proof. Calculation is a kind of programmed computation, and it is the core concept in the math and computer science. This kind of programmed computation is a kind of mathematical proof.

The arithmetic tendency in Chinese ancient mathematics could be regarded as one kind of general logic, and the author thought it was a kind of demonstration logic, not simply a kind of Aristotle deduction logic, because the algorithms in traditional math still had deducted calculation, and Mr. Guo Shuchun also point out that and concretely explained that by the literatures in the Liu Hui's Commentary of the Chiu Chang Suan Shu, but the structured frame and the systematic deduction system with the moods of the syllogism were still deficient, which might be related with Chinese ancient thinking mode and language expression, and the characters of Chinese ancient mathematics. Aristotle logic was based on Euclidian geometry, and took the deduction proof and axiom system as its characters. But the situation in China was different. On the one hand, Chinese cultural background and language environment were different. On the other hand, though China had the budding of logic, but the logics such as Mohism logic still lacked in certain system and formalized characters. From the view of speculative philosophy, Chinese ancient books had the contents about definition, judgment and reasoning, but because of different language expression and mathematical base, they were still different to Aristotle logic. However, Chinese ancient mathematics still has following remarkable characters.

(1) Chinese ancient mathematics conceived abundant logical ideas such as the arithmetic tendency. The mathematical mechanization made by the academician Wu Wenjun is a structured explanation to the ancient mathematics, and it uses mechanical proof to research the abundant contents in ancient mathematics, and open out the mechanical and programmed character of the ancient mathematics which is similar with the present computer proof. And the computer

proof is a kind of logic proof in fact.

(2) Though the logic of Mohism still could not leave the “practical” aspect (more people thought that Chinese ancient mathematics was a kind of “practical math”) and the influences of the polity, culture and language expression, but it still contained abundant logical contents, which came down to the commonness and particularity of logic. For this problem, Wang Dianji’s “History of Chinese Logic Thoughts” made more expatiations. The logical contents were also contained in Chinese ancient mathematics, but they need to be further dug and studied, and they were in various different books and literatures and lacked in a set of complete system. Even the book with most logic contents, Mohist Canon also adulterated many contents such as polity, ethic and natural science, and it was not the logical monograph like Aristotle’s *Organon*. The “Yin Ming” of ancient India, it was also called Buddha logic, used the three parts of a syllogism to proofing and explaining, and the representative “Yin Ming Ru Zheng Li Lun” and the late “Yin Ming Zheng Li Men Lun” were closed to the syllogism, but same with the Mohism logic, it was a kind of argument logic, and it was not better than proof, and it only pursued win in the talk argument, and it was only used as the tool to explain the Buddha theory and Mohism ethic and political ideas, which was still different with Aristotle’s logic that only pursued the argument without topics and attentions, and was general learning. Therefore, Chinese logic and “Yin Ming” was a kind of argument logic, and Aristotle’s logic was more a reasoning logic. In another word, the former emphasized deduction and induction and the induction occupied more, but the latter more emphasized the deduction. In ancient Greece, the rhetoric method and the argument method were developed, both the Socrates’ spiritual midwifery and Plato’s idea all reflected this kind of argument thinking, which was related with the political and cultural environment at that time, and from this view, Chinese logic and Indian logic all were similar with this aspect. The commonness of the culture was also reflected in this aspect obviously. But Aristotle developed the reasoning system of deduction by the natural language, but that was deficient for China and India. So China didn’t lack in logical ideas and mathematical proof, but lacked in the systematical work. Because of the time background and the language limitation, Chinese Mohist logic had not been developed as mature logic system, which obviously influenced the mathematics. In fact, math had close relation with logic. And logic also influenced the math, which could be found in Liu Hui’s Commentary of the Chiu Chang Suan Shu. In addition Aristotle still had another kind of argument logic which had been ignored for a long time, and it was more close to Chinese Mohist logic and “Indian classical logic”.

(3) The arithmetic in traditional mathematics could be a kind of deductive logic proof, which is obvious. This arithmetic thing doesn’t mean simple thing entering into logic only from the logical meaning. First, the arithmetic embodies the logical content, so it is logical method, and important logic method. It is also regarded as the existence of a kind of arithmetic logic, which is obviously different with the arithmetic logic in the present computer theory, but both of them still have commonness. Second, the arithmetic problem is different with the logic problem. The so-called logic still needs to be defined, and for the generalized logic, the arithmetic problem certainly is the logic problem, but for the special logic (Aristotle’s logic), the arithmetic should be further studied. Third, if the arithmetic is the logic problem, whether the formal logic or the modern logic (sigh logic and symbolic logic) it belongs to? It is obvious that the arithmetic more belongs to the formal logic and the characters of modern logic such as formalization and axiom are different with Aristotle’s logic.

For the relation between arithmetic and logic in Chinese ancient math, the problem of calculation and proof was important and disputable, and there are many works need to be done. Many ancient mathematical literatures need to be understood seriously, and many logical contents in them need to be further studied. Traditional mathematics is extensive and profound, and abundant logical contents could certainly be dug through further researches, which will be very meaningful and valuable for the research about the Mohism logic.

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Table 1. Specific definitions of mathematic concepts in the Chiu Chang Suan Shu

No.	Liu Hui's Commentary of the Chiu Chang Suan Shu	Comparing with other ancient literatures
1	"To multiply length and width is called power."	"To multiply both numbers is called power (Zhu, Shijie in Yuan Dynasty)."
2	"To multiply denominator and numerator is called Qi, and to multiply various denominators is called Tong."	
3	"The comparison of fractions is called Lv."	
4	"Lv is to compare with itself, and if the fraction exists, it can be countable, and if the fraction can be reduced, reduce the fraction. And the comparison of denominator and numerator is Lv (seen in the chapter of Fang Tian in Liu Hui's Commentary of the Chiu Chang Suan Shu)."	
5	"Cui Fen is the meanings of grading."	
6	"Grading is a sort of idea of Lv. (seen in the chapter of Cui Fen in Liu Hui's Commentary of the Chiu Chang Suan Shu)"	
7	"(Evolution) is one face of exponentiation."	"Ping is the same height", "Zhi is the parameter", "Zhong is the same length", and "Fang is the four sides of the pillar", and "End is the thing without depth and in front of the object" (Mohist Canon)
8	"(Extraction of cubic root) is to seek one face of the object, and the object with height and depth is called cube."	
9	"3D round is Wan (seen in the chapter of Shao Guang in Liu Hui's Commentary of the Chiu Chang Suan Shu)."	"Yuan is the set of the points which have same distance to the centre of a circle" (Mohist Canon)
10	"The shape of Yang Ma is one part of the square cone."	
11	"To Xie Jie the cube of the object will obtain two Xie Dus."	
12	"For Xie Jie and Xie Du, one is Yang Ma, and the other is Bie XV (seen in the chapter of Shang Gong in Liu Hui's Commentary of the Chiu Chang Suan Shu)."	

13	“Various objects respectively list their fractions and numerators. Supposed that each row is the rate, and two objects are calculated by two programmable computations, and three objects are calculated by three programmable computations, and in this way, list the number of the rows, which is called Fang Cheng.”	The mathematicians who defined “Fang Cheng” included Liu Hui, Yang Hui, Cheng Dawei, Li Ji, Li Yan and Mei Wending.
14	“The gain and loss in the computation are contrary quantities, so the positive number and the negative number should be used to name them (seen in the chapter of Fang Cheng in Liu Hui’s Commentary of the Chiu Chang Suan Shu).”	
15	“(Gou Gu) is used to calculate the height, depth and length of the object. The short face is called Gou, the long face is called Gu, and the face intersecting above faces is called Xian. Gou is shorter than Gu, and Gu is shorter than Xian (seen in the chapter of Gou Gu in Liu Hui’s Commentary of the Chiu Chang Suan Shu).”	
16	“Complex fractions are different to be used, for example, $\frac{2}{4}$ can be $\frac{4}{8}$, or $\frac{1}{2}$ by the reduction.”	
17	“The deserved number through the subtraction of the combination will be reduced, which can be solved by the fraction method, so the deserved number can be obtained (seen in the chapter of Fang Tian in Liu Hui’s Commentary of the Chiu Chang Suan Shu).”	“Ping Fen means that various factions are different, and to make them accordant, reduce excessive part and increase reduced part, which is called Ping Fen (explained by Li Chunfeng in Tang Dynasty)”
18	Supposed that the diameter is three Chi, and if it is reduced with the circumference, the diameter is 1250, and the circumference is 3927, that is the rate of both numbers.	“Yuan”, “Mou He Fang Gai”, “Qi”, and “Yang Ma” (Liu Hui and Zu Chongzhi)



The Role of Efficient Urban Governance in Managing Kuala Lumpur City-Region Development

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Abstract

This paper discuss on the preliminary study on the concept of efficient in urban governance towards managing development of Kuala Lumpur City-Region. City-region development has been a major issue in the country's latest development agenda. The issue is more obvious in city-region due to its role as an engine of growth economy development. Now, with its sights set on attaining the economic level of a fully developed nation by 2020, Malaysia must focus on securing a credible share of the lead sectors of the globalised economy. Kuala Lumpur City-Region, which is the most developed region in the country and an important catalyst towards national economic growth. How well do urban governance responsible to efficiency and effectiveness of local authorities in city-region? What kind of urban governance is required to enhance competitiveness and earning opportunities within city-region? The main challenge of enhancing city competitiveness in city-region is efficient urban governance. The world today needs a new, comprehensive and holistic model of urban governance that involves all sectors (government, business and the civil society) as equal partners in development. Urban governance which integrates all sectors including public, private and other social organisations in participatory decision making. Efficient urban governance is characterized by sustainability, subsidiarity, equity, efficiency, transparency and accountability, civic engagement and citizenship and security. In line with this, the importance efficient urban governance would make Malaysia more competitive and attractive to investors and facilitate the achievement of the nation's development goals. Therefore Kuala Lumpur City-Region will manage and govern efficiently.

Keywords: Economic planning, Sustainable, Efficiency, Urban governance and city competitiveness

1. Introduction

Globalisation has escalated the level of competition in the international market. Not only does the domestic macroeconomic structure and environment need to be strengthened, but elements of the micro economy including the respective economic sectors and local corporations also need to be made more resilient. In order to enhance national long-term competitiveness, the Government will continue to promote the transition to higher value added activities in three main economic sectors, the first being manufacturing; second, services; and third, agriculture. New sources of growth in these sectors will be identified and promoted to generate additional income and to develop new sources of

economic wealth. A major effect of globalization is the increasing competition between cities and regions on global scale. To facilitate economic development cities are forced to make them attractive for investors and enterprises by investing in infrastructure, facilities and the development of attractive sites for new business. City branding and the development of city-region play an important role in this framework. However, in particular these projects also have a reverse side-effect in regard to urban sustainability. In many cases they are contributing to fragmentation and segregation, they are socially exclusive and barely leave space for non-commercial activities. Drastic changes in society: fast urbanization, changes in the relation between the urban and the rural, globalization, economic changes and the need for more sustainable solutions for spatial problems – the themes of the other sessions in the conference – all lead to new urban forms or new forms of urbanism. The process of urbanization and urban transformation generates a new kind of spatial form that Castells is calling the metropolitan region: ‘urban constellations scattered throughout huge territorial expanses, functionally integrated and socially differentiated, around a ‘multi centered structure’ (Castells 2005).

Sometimes these regions even are crossing the borders of nation states. For a long time it was expected that the increasing importance of regions would result in new (governmental) planning institutions which would be able to organize spatial development in a coherent way and to play a role in international competition. However, it seems to be difficult to translate the new regional reality into fruitful models of governance as well as into spatial structures which can provide a recognizable and attractive identity to the region. In contrary, most of these metropolitan regions are characterized by a lack of identity and citizen participation, by a weak political accountability and by the absence of an effective administration (Sassen 2001). On the other hand, the necessity of coordination on regional level causes new approaches of collaboration and new types of planning. The transformations in our cities and urban agglomeration triggered by globalization demand a review on the various planning cultures.

Each country must be prepared to act earlier, effectively and with high level of competitiveness. The need to drive the urban dynamic in an energetic responsible manner also demands an integral strategy with active participation of all stakeholders. The uncertainty and risks caused by climate change requires the adoption of preventive measures on the planning framework and new environmental regulations. The withdrawal of the state requires rethinking of the bottom-up approach process on spatial planning and careful analysis of its implications and potential. The processes of metropolization, the economic new parading of the regions and the functional urban networks open up questions on crossing border planning perspectives. The need to address global challenges in a strategic manner poses questions on the interplay between the local and the global. How a global strategy to deal with crossing borders challenges and climate change risks could fulfill the needs of a local governance role and cope with social problems? How these new challenges can be addressed in a coordinated manner among various stakeholders? What is the role of the citizenry?

The main purposes of this paper, thus, are to (1) discuss the background and necessity of urban governance in city-region; (2) review the composition and functions of efficient urban governance in development of city region; and (3) provide policy implications and government initiative to enhance development in Kuala Lumpur City-Region. Finally, some conclusions drawn with respect to efficient urban governance in enhancing competitiveness of Kuala Lumpur City-Region.

2. Governance

More recently, governance principles as propagated by global institutions such as the World Bank have tried to encourage grassroots participation in development projects and in local decision-making. Operating within patron-client frameworks, however, the increased involvement of non-governmental organizations (NGOs) and community-based organizations/peoples’ organizations (CBO/POs) have had unintended, exclusionary effects. All over the world cities are searching for appropriate ways of governance in the context of far-reaching political, economic, social and institutional transformations affecting all levels of scale. These transformations are taking place with profound changes in networks and balances of power among stakeholders of the public, private and civil society sector. They trigger off the evolution of innovative strategies, procedures and instruments of how to coordinate, manage and govern urban development processes and stimulate the formation of new formal and informal actor networks.

Governance is not synonymous with government. This confusion of terms can have unfortunate consequences. A public policy issue where the heart of the matter is a problem of “governance” becomes defined implicitly as a problem of “government”, with the corollary that the onus for “fixing” it necessarily rests with government. Since governance is not about government, what is it about? Partly it is about how governments and other social organizations interact, how they relate to citizens, and how decisions are taken in a complex world. Thus governance is a process whereby societies or organizations make their important decisions, determine whom they involve in the process and how they render account. Since a process is hard to observe, students of governance tend to focus our attention on the governance system or framework upon which the process rests - that is, the agreements, procedures, conventions or policies that define who gets power, how decisions are taken and how accountability is rendered.

These transformations are taking place with profound changes in networks and balances of power among stakeholders of the public, private and civil society sector. They trigger off the evolution of innovative strategies, procedures and

instruments of how to coordinate, manage and govern urban development processes and stimulate the formation of new formal and informal actor networks. The United Nations Development Programme (UNDP) 1997 defines governance as the exercise of economic, political and administrative authority to manage a country's affairs at all level. It comprises the mechanisms, processes and institutions through which citizens and groups articulate their interest, exercise their legal rights, meet their obligations and mediate their differences. Governance opens new intellectual space. It provides a concept that allows us to discuss the role of government in coping with public issues and the contribution that other players may make. However, and table 1 shows a summary of definition of governance from a various scholars.

It opens one's mind to the possibility that groups in society other than government (e.g. 'communities' or the 'voluntary sector') may have to play a stronger role in addressing problems. The central conclusion is that a universal set of principles for defining good governance can be fashioned and that the strength of their universality rests to a large extent on the body of international human rights and laws. In addition, these principles can be usefully applied to help deal with current governance challenges. When they are applied it becomes apparent that there are no absolutes; that principles often conflict; that the 'devil is in the detail'; that context matters. Finally, the nature of governance – both the means and the ends – needs to be understood.

Only then does it make sense to elaborate the principles in order to create a meaningful analytical tool. Good governance is important for countries at all stages of development. Our approach is to concentrate on those aspects of good governance that are most closely related to our surveillance over macroeconomic policies—namely, the transparency of government accounts, the effectiveness of public resource management, and the stability and transparency of the economic and regulatory environment for private sector activity. In summary, governance can be defined as a process of breaking from the previous condition, where governments were centralized to promote a policy or project, to one in which a network is constructed by various actors—such as the government, state, market, and civil society. The prime characteristic of governance is respect for the autonomy of the participants and understanding of their interdependence. And it is a co-governing system, settling socially complex issues by co-operating in partnership networks and coming to consensus by adjusting affairs.

3. Governance in an urban context

As globalization and the information society have progressed rapidly since the 1980s, the role and function of the state, market, and civil society have changed. The functional power of the state and government has decreased, while the role of capitalistic markets has increased. During the same time, the character and range of participation of citizens and citizen associations, such as NGO and NPO, has expanded. Therefore, the concept of urban governance has gained the attention of many researchers in the last few years; it is often regarded as the opposite of traditional urban government. (Vranken et al., 2003). The Urban Governance Initiative (TUGI) of UNDP focused on nine principles of good urban governance which are: participation, rule of law, transparency, responsiveness, consensus oriented, equity, effectiveness and efficiency, accountability, and strategic vision.

In essence, urban governance is the integration of effort between the community, private sector and city-region authorities where the urban authorities perform the coordinating role and determine the quality of the microeconomic environment and location that is favourable attract investors and people. In most cases, the private sector provides the much needed financial assistance and business expertise to operate independently or in association with the public sector. The community provides the individuals who are employees, consumers or are beneficiaries of the governance process. Table 2 shows a summary of definition and application of urban governance.

A more integrative approach, one that goes beyond the boundaries of the different departments (inter-departmental cooperation), should replace this political system. Andersen and Van Kempen (2003) distinguish a number of changes that mark the shift from urban government to urban governance:

- i. A replacement of universalistic policies by targeted policies.
- ii. A growing use of covenants as policy regulation.
- iii. An attempt to integrate policy fields from various departments into a unitary project organization.
- iv. A focus on the empowerment of residents and of cities and specific neighbourhoods.

In summary, urban governance is strategies are achievable through the process integration all sectors including public, private and other social organisations. To accomplish the desired outcome, this integration results in an effective and efficiently managed city. Thus it contributes to economic development, stabilization and welfare, bringing the transparency of decision-making process, social participation, openness, finance equilibrium and law being obeyed to. Integrated mechanisms, processes and institutions, through which citizens and social groups might state their

preferences, negotiate solutions of their contradictions and make use of their constitutional rights, as well as realize their duties, is also being understood as the urban governance.

4. Efficient urban governance

Simon (1976) proposed in its broadest sense, to be efficient simply means to take the shortest path, the cheapest means, toward the attainment of the desired goals. However, efficiency is not limited simply to making incremental efficiency improvements in existing practices, but it should stimulate creativity and innovation in the search for new ways of doing things. In this context, cities must be financially sound and cost-effective in their management of revenue sources and expenditures, the administration and delivery of services, and in the enablement, based on comparative advantage, of government, the private sector and communities to contribute formally or informally to the urban economy. Communities and Local Government Department of United Kingdom, 2006 defined efficient local government is about raising productivity and enhancing value for money. Efficiency gains are achieved by one or more of the following:

- i. Reducing inputs (money, people, assets etc) for the same outputs;
- ii. Reducing prices (procurement, labour costs etc) for the same outputs;
- iii. Getting greater outputs or improved quality (extra service, productivity etc) for the same inputs;
- iv. Getting proportionally more outputs or improved quality in return for an increase in resource.

Therefore, the aim of the efficiency in urban governance is to ensure that the resources available to local government are used in the optimum way to deliver better public services according to local priorities. An efficient urban governance system should be established to administer urban growth and development at various levels particularly at the local authority level. This will ensure that the value of assets, economy, social and the environment will be maintained and value-added towards attaining sustainable development in Malaysia. The local authority, as the main agency responsible for urban management, needs to update the administration and management system to optimize its financial revenue including new sources, upgrade its capacity-region to enable towns to become more competitive and viable, strengthen human resources by employing skilled and experienced staff as well as expand the use of technology.

With rapid urbanisation, local authorities should emphasize the use of innovative approach and technology to reduce cost and increase efficiency in all aspects of urban planning, development and management. In addition, these efforts will contribute to the management of a more viable environment. The management and administration system practised should be founded on an ethical work culture, be transparent and efficient to ensure a more effective delivery system. In this light, there is a need to review and strengthen the respective system and work procedure, implementation approach, standards and guidelines to achieve the highest standard of services. To complement actions being carried out, the existing legislations related to urban administration and management should be reviewed for a more effective enforcement and implementation of the urban development. Local authorities need to cooperate closely with the local community, non-governmental organizations and the private sector to plan and implement appropriate urban planning and management programmes that meet with their requirements for sustainable development as mooted in the Local Agenda 21.

Such cooperation will provide opportunity for the local community to monitor and give feedback on the programmes implemented in their respective area. To facilitate this proposal, the local authority should establish a unit responsible for coordinating and managing programmes to improve local community participation in urban planning and governance activities. Efficient urban governance consider economic and environmental aspect are in an integrated manner. It should supported by the community which believes that the importance of and is committed are changing the unsustainable behaviours. The efficient urban governance focus to achieve a better integration between transport and land se aspect in protecting the strategic transport corridors at the regional level while implementing local integration at the community level.

The efficient urban governance also emphasis non-polluting transport, for instance walking and cycling which this elements are supported by a physical urban form to sustain these modes. The greater emphasis of the efficient urban governance is placed on recycling and waste reduction programs. Together, we must establish urban governance discourse in order to implement the principles of transparency and accountability; and respect and fairness in the public dialogue.

5. Efficient urban governance as an asset of city-region

According to the Institute on Governance one simple definition of governance is 'the art of steering societies and organisations'. The ability to make these decisions relies on city-region actors to delegate a large portion of the decision-making responsibility to this entity. However, it is a little more complicated than this. Steering suggests that governance is a straightforward process, akin to a steersman in a boat. But by its very nature, governance is complicated

by the fact that it involves multiple actors, not a single helmsman. These actors are important because they articulate their interests; influence how decisions are made, who the decision-makers are and what decisions are taken. They feed into the decision-making process, but the decision-makers are then accountable to those same actors for the output, and process for producing it.

The aim of governance the taking of decisions and rendering of account—is good governance. Here the desired results are achieved and achieved in the right way. Just as much as bad governance can be a major barrier for city-region, good governance can be a key asset for a city-region looking to elevate its position in the national and international competitiveness league tables. There is, however, no universal template for good governance in city-region. Instead, each city-region—region must tailor its definition of good governance to suit its needs and values. What is right for one city-region will not be right for another. This goes some way to explaining why city-region across the world operate through a variety of different governance models.

Before looking at the various city-region al governance models, it is first necessary to highlight a number of key principles which underpin all examples of good governance. According to the United Nations, good governance has nine major characteristics. This is not a prescriptive model for good governance; rather it is a series of aspirations. Each city-region will be stronger on some aspirations and weaker on others. This depends on their governance model, but moreover, it depends on the negotiations that take place between the multiple actors who have a stake in that city-region. To understand how city-region develops different governance models despite pursuing the same aspirations, we must recognize that city-region is a site of contest, tension and conflict. Although many of the actors are the same across city-region, we must also recognise that their role and, more importantly, their authority will be different in each.

One prominent example of this would be the state. An important actor in any city-region, the degree of authority a state has over the city-region can dictate the nature of the governance model and to a large extent its success in meeting the aspirations of good governance. All other actors contribute in however small a way to the prevailing governance model and its success. As a consequence, there is no one model for the governance of city-region. Rather there are a number of models, any number of which can be found in close proximity to one another.

The very nature of the media frenzy which surrounds their election to office, and their capacity-region to change the very nature of the city-region (for example, the introduction of 57 the congestion charge in London) ensures that the leader becomes a figurehead under this model of governance. Appropriate for global city-region where, in political terms, there is legitimacy for such a formal tier of city-region al governance, it is questionable whether this model of governance is practical and/or achievable for other cities. Compare the US with the UK for instance. While the federal nature of us government sees power divided between central government and the government of each state, the centralised nature of UK politics sees London as the only city-region currently operating with this formalized model of governance.

Here UK city-region operates through less formal governance structures. Still operating above local authorities, these city-region al governance bodies range from the still quite formal, where group members are all directly elected, to institutions where members are either appointed or indirectly elected. Below this, the most informal model of city-region al governance sees the formation of metropolitan area boards—a voluntary collaboration between local authorities. As well as ranging from the formal to the informal, we can also relate models of city-region al governance ranging from ‘strong’ to ‘weak’. Naturally the most formal models of city-region al governance are the most likely to have statutory status, legislative powers, and additional tax raising powers. So what dictates how formal and strong or informal and weak a city-region model of governance is? As intimated earlier in this chapter, the complexity which surrounds models of city-region al governance derives from the interest conflicts of the actors involved and the differences in legitimacy they share. Central to the outcome is the negotiation of interests between the city-region and national government (DCLG, 2003).

6. Kuala-Lumpur city-region

Christaller’s city–region as described in 1933 Central Place Theory, focused on local, hierarchical urban–hinterland relations that have now been overtaken by the processes of economic globalization previously discussed. In common with other early location and systems theories, central place theory was a relatively static model which emphasised core–periphery relationships between cities and their surrounding hinterlands. But as Peter Taylor’s work has shown, in modern–day globalisation, a city’s development is less linked to its nearby hinterland than to a far–reaching global ‘hinterworld’. As explained, cities are now integrated into a world city network of informational flows, knowledge and economic exchange as opposed to the national and regional scales of interaction prioritised in Christaller’s pre–globalisation model.

With the development of knowledge–dependent forms of commercial production and trade in a world economy, the economic relations of city–regions can clearly no longer be defined in this way. The new reality of a borderless space economy suggests the need to find a new term to describe the intersection of global flows with the city–region scale.

The term, the global mega-city region used in the polynet study, thus builds on Allen Scott's 2001 notion of the economically developed global city region and that of the mega-city region associated with urban expansion in poor economies of the developing world. City Region—an extensive and functionally interconnected cluster of urban centres that is developing around the world's major cities. This phenomenon is arising in a number of distant locations in parallel with a major shift in global economic relations as capital moves from the developed to the less developed world.

In short, the macroeconomic changes that are occurring as nation states worldwide open up to direct foreign competition and embrace the post-industrial global economy are also impacting on a local scale around cities that are gateways for the new wave of globalisation. These unprecedented global and local changes present major challenges for the nation state in two ways. On the one hand, increasing integration and informationalisation of the world economy is challenging the power and authority of states over long established national jurisdictional territories; on the other hand, the dramatic impacts of global change at a city region scale seem to require urgent mediation. The National Physical Plan (NPP) is a long term national level plan for the period until 2020. NPP spells out policies that determine the direction of physical development and conservation areas within Peninsular Malaysia.

The main goal of the NPP is to create an efficient, equitable and sustainable national spatial framework to guide the overall development of the country towards achieving a competitive developed nation status by the year 2020. NPP defines Kuala Lumpur–Klang Valley–Seremban areas as the National Growth Conurbation (Kuala Lumpur City-Region) which effectively covers an area of approximately 504,000 hectares and is to provide for a potential population of 8.5 million or 32% of the Peninsular Malaysia population by 2020. This means that the premier city of Kuala Lumpur's regional population is more than seven times Kuala Lumpur's population of 1.4 million (2005). The strong regional population base will enhance Kuala Lumpur role as an International Regional Commercial and Financial Centre. Thus the Kuala Lumpur City Plan 2020 (KLCP 2020) will be a flexible document; one that is attractive to investments, able to accommodate new economic activities as well as cater for the increasing job opportunities in the city. Kuala Lumpur City will be the key beneficiary to the NPP's regional strategy. Regional linkages via rail to Johor Bharu and George Town conurbation will further strengthen Kuala Lumpur's position and the vision for World Class City becomes more significant in the local context of the NPP.

7. Issues of Kuala Lumpur city-region development

7.1 Rapid rate of urbanisation

Urbanisation in Malaysia has developed rapidly especially during the last two decades whereby the rate of urbanisation has increased from 54.3% to 65.4% between 1991-2000. This is expected to increase to 75% by 2020. The increase in population will mostly concentrate in major conurbations such as Kuala Lumpur City Region, Georgetown, Johor Bahru and Kuantan. The high rate of population increase requires the development of new areas for housing, social amenities, commercial and other urban land uses. The lack of clear urban limits has led to the creation of urban sprawl encroaching upon environmentally sensitive areas, major agricultural areas and areas unsuitable for development.

In addition, non compliance with the existing development plans has also contributed to this problem. This situation has given rise to various urbanisation related woes such as environmental pollution, traffic congestion, brown field areas, loss of inner city attractions, infrastructural decay, lack of social amenities and green areas; ultimately resulting in degradation in the quality of urban living. The problem of conflicting land use still exists especially in towns that experience rapid growth considering the high demand of land use at strategic areas. The existence of illegal factories in urban areas has caused much environmental pollution.

7.2 Ineffective urban governance

National Urbanisation Policy of Malaysia proposed with the rapid pace of urbanisation by 2020, urban governance is faced with various complex challenges a head. These challenges require that the respective parties be more focused in undertaking parties be more focused in undertaking each and every responsibility in urban development. However, the involvement of multiple agencies and departments in urban management had made it difficult to coordinate many actions and in turn affects the effectiveness of those actions. Good urban administration and management also need to take into consideration the capability of each local authority as each local authority as each differs in terms of manpower, skills and financial capacity to provide good service for its population. There is wide gap between the expectation of the community and the ability of the local authority to fulfil those expectations.

The various roles that are expected of these local authorities to attain a liveable city with a high quality of living had put pressure on those authorities to acquire a strong organisation. The pressure is left more intensely by small; and medium sized local authorities that lack finance, manpower, skills and equipment in providing the expected services. The local authority is also confronted with the diverse aspirations and interests of community groups that it has to fulfil, as well as various social issues and negative influence. Public cooperation and involvement are much needed to address these problems. However, community participation that are too brief pertaining to activities organised by the local authority

also inhibit and do not fulfil that aspiration of the local authority at involving the community in planning and development of urban areas.

7.3 Less competitive urban economy

The United Nations forecast that 60% of the world population which is equivalent to five billion people will reside in urban areas by 2030. With more than three quarter of the population living in urban area in Malaysia by 2020, the demand for employment in urban centres will significantly increase. This will put a pressure to create enough employment in urban areas to meet the increasing demand as well as reduce unemployment to an acceptable level. A high unemployment rate will result in various social issues related to poverty, crime and nuisance. The pressure to create employment will be more intense in the conurbation which is expected to encounter competition from other cities worldwide due to globalisation and trade liberalisation. This is because the conurbation is anticipated to lead the nation in securing foreign investment, and in turn become competitive centre to attract investors. Thus, one of the challenges of the urban economy is turn urban areas into investment and commercial centres. It should have the capacity to attract foreign and local investment and trade in order to achieve a viable economy and provide adequate employment opportunities.

7.4 Inefficient transportation system

The Road and Transport Department of Malaysia stated that the total number of registered vehicles for Malaysia was 14.8 million in 2003. Out of this, 47% comprised of motorcycles, 44% were private cars while the remainder were commercial and other vehicles. The large number of private vehicle ownership puts pressure on the capacity of the existing road network especially for larger conurbations like Kuala Lumpur City Region and Georgetown. Furthermore, inefficient public transportation resulted in the tendency for the urban population to opt for private vehicles instead of the public transport. Study on the Integration of Public Transport Development and Land Use in Klang Valley 2003 the ratio of private vehicle usage compared to public transport was 89:11.

These two factors have contributed to the acute problem of congestion in those cities. In the long term, this will have negative impact on the competitiveness and the attraction of those cities to draw local and foreign investors. Basically, the current transportation system is insufficient to handle the problem of congestion and provide services incorporated with safety and user-friendly principles to the urban dwellers. Transportation facilities are provided without taking into account the need to integrate the different modes of transportation subsequently make it difficult for the user to change the modes of transportation. The provision of physical infrastructure for public transportation system such as covered pedestrian footpath and bus stops that enhance the comfort of the user.

7.5 Declines in quality of living for urban dweller

The decline in quality of living in urban areas is one of the major issues that arise out of poor management of urban development. For a town to be both viable and sustainable it is necessary to provide quality support infrastructure and a high quality of living derived from the provision of adequate housing, education, recreation and health facilities. In respect of the provision of housing, the main issue is the lack of housing for the low income group. Although the supply of housing is generally in excess of actual demand, the supply of housing for the urban poor is still insufficient as the price of these houses is beyond the reach of this group.

In terms of social facilities, it was found that the provision of recreation areas is generally inadequate for all towns in Malaysia. Moreover, there is a problem of maintenance of facilities as well as being non-user friendly since the location and design of facilities do not take into account the needs of certain segments of the society such as the disabled, children and elderly. Vandalism of public properties also exists and leads to not fully utilised facilities. The rapid growth of the urban population has also increased the demand on infrastructure and utility which is beyond the capacity of the existing facilities. In terms of the quality of urban services provided, it is generally beset by a low level of service incapable of fulfilling the urban dwellers expectations. Figure 2 shows the spiral effect of inefficient urban governance in Kuala Lumpur City-Region development.

8. The improvement of efficient urban governance in Kuala Lumpur City-Region development

Local authorities are the nucleus of the society it serves. Sometimes it may be a fair reminder to return to basics and ask questions of the nucleus concept in societal development. Local authorities form the very essence of service delivery, where the rubber meets the road. Local authorities are the front face of the public service and you bear the duty of carrying that brand effectively. It is towards this end that Public Service of Malaysia has today introduced, for the first time in Malaysia, the ethos of place branding. Place branding takes local authorities back to the basics of: i) reputation is what they build by how they run the place; ii) delivery standards are derived from the promises we deliver to our stakeholders; and iii) Consistency is service delivery efficiency.

It is in this context that government are engaging all local authorities at city, district and municipality levels to essentially deliver one message - "Deliver on our promises, and deliver them with consistency". It is in this context too that

government spelled out in the Public Service Commitments 2008 that civil servant of “I know what is good for you”, no longer works. Success is jointly driven by all parties who claim that success. For a place, it has to be by those who claim a stake and interest in that place.

Under urban governance concept, local authorities shall going back to basics to deliver the very the essence of efficient service especially related to property development such as i) partnership and collaboration in service delivery; ii) effective communication comes from effective information gathering, failing which will compromise the reputation of our Local Authorities. Thus the places they manage; iii) appreciate the far reaching effects of perception when not managed well; and iv) formulate, execute and monitor action plans. An efficient and effective public delivery system can only emanate from inclusive collaboration of all stakeholders. We will keep to this winning formula and build on the strength of this collaboration going forward. However, in era of globalisation, the government has initiated to enhance efficient urban governance in Kuala Lumpur City-Region development such as:

8.1 Engaging the private sector

First, local authorities in Kuala Lumpur City-Region are actively engaging the private sector to come up with measures to support the business community in these difficult times. To be effective, the measures the local authorities in Kuala Lumpur City-Region want to put in place cannot be drawn up in a vacuum. It is a given that even in the best of times local authorities in Kuala Lumpur City-Region and the business sector must collaborate and cooperate if the measures are to be meaningful and effect the changes planned. All local authorities in Kuala Lumpur City-Region are engaging their stakeholders to get feedback and proposals to forward to the Economic Council, a committee which is chaired by our Prime Minister. In many ways local authorities in Kuala Lumpur City-Region has had a head-start in the way public and private sectors have been engaged.

If we can recall in 1983, realising the benefits that the country can derive from such close cooperation, the Malaysian Government introduced a new concept in its vocabulary of national development, and that is, “Malaysia Incorporated”. This concept has evolved from one of strategic intent to an operational reality. This has forged a national consensus that economic development was not just a public sector responsibility. The private sector too has an equally important active role in local authorities in Kuala Lumpur City-Region’s development. This was somewhat radical when it was first articulated. The local authorities in Kuala Lumpur City-Region as public sector have always been under close scrutiny. It cannot be denied however, that despite the criticisms, complaints and short-comings, we cannot trivialise the role of the public sector in national development.

We have seen this role evolve from that of initiator and implementer of economic plans to that of facilitator of economic growth, to being a partner with the private sector in nation building although in the last few decades, the private sector had been the engine of growth. In the current economic situation, the public sector assumes an even more important role; what the our Prime Minister refers to as the “Engine of Economic Recovery”. While no one will argue with the value of private-public engagement, its success depends a great deal on the ability of both sectors to establish and maintain a relationship based on the spirit of cooperation, mutual understanding and consensus. The private sector must understand the policies, objectives, rules and regulations as well as systems and procedures of the various Government agencies in local authorities in Kuala Lumpur City-Region it deals with. The local authorities in Kuala Lumpur City-Region must, on the other hand, be sensitive to the needs and goals of the private sector and has a duty to ensure no undue hindrance is put in the way of the private sector. Today, the spirit of Malaysia Incorporated is alive and well and is exemplified in PEMUDAH, the Special Task Force to Facilitate Business. Established by the Prime Minister 2 years ago, on 7 February 2007, PEMUDAH embodies the inclusive mechanism so essential for improving the effectiveness of the public sector delivery system, and by extension, national development.

8.2 Speedy implementation of measures

Second, besides engaging the private sector in drawing up measures for the stimulus package, the public sector is working to ensure the speedy implementation of these measures. For, clearly, it is one thing to have a stimulus package, but it is quite another to ensure its effective implementation. All local authorities in Kuala Lumpur City-Region responsible for the implementation of projects under the stimulus package have to report the progress regularly to the Economic Council and to Cabinet. The current economic situation requires not only rapid and effective response from the civil service, but more importantly it requires that the public sector members and the Government as a whole work closely with the business community and civil society to ensure timely implementation of the measures.

8.3 Review processes, procedures, rules and regulations

Third, all local authorities in Kuala Lumpur City-Region are reviewing existing processes and procedures, rules and regulations, in order to improve the local authorities in Kuala Lumpur City-Region delivery system. Even as we focus on implementation of the stimulus package, we will continue to improve public service delivery, because this ultimately translates into reducing the cost of doing business, facilitating business, increasing transparency and speedier delivery of service. In this regard the public-private sector engagement through PEMUDAH has been effective in contributing to

improvements in the public delivery system. This will continue until we get to the point where the PEMUDAH spirit is prevalent and can be taken for granted; and where the process of inclusive engagement becomes second nature to both the members of the civil service and private sector. To emphasise the point that we cannot only hold the public sector or local authorities in Kuala Lumpur City-Region responsible for the implementation of the measures that we have put in place.

For local authorities in Kuala Lumpur City-Region to make it through this difficult period, the private sector must also contribute. Example, when the public service made the commitment to make payments within 14 days, local authorities in Kuala Lumpur City-Region assumed that the main contractors will cascade similar payment terms to their partners. However, they find that this is often not the case with the result that sub-contractors unfairly blame the local authorities in Kuala Lumpur City-Region for late payment, when the fault lies with the main contractors, who despite benefiting from the improvements made by the public sector, has not passed it on to his suppliers or sub-contractors. For the whole system to work efficiently and effectively, all parties must complement and reciprocate each other's efforts and improvement initiatives. The private sector can also work with local authorities in Kuala Lumpur City-Region, by not only contributing ideas on what local authorities in Kuala Lumpur City-Region should do, but also, by focusing on increasing efficiency and productivity, retaining residents in Kuala Lumpur City-Region talent, skills and workers, and look at reducing the cost of our services.

For example, on the prompting of PEMUDAH, last year, the Malaysian Institute of Chartered Secretaries and Administrators, or MAICSA, has agreed to reduce the charges for incorporating a company from about RM3,700 to RM2,800 and annual corporate fees from about RM1,850 to RM1,200. There will be no letting up in the drive to improve public service delivery. Measures of relevance to the private sector include:

- i. First, the local authorities in Kuala Lumpur City-Region will leverage on technology to deliver with speed, clarity and transparency. This is already being put in place. The myGOVERNment portal will mean that service is delivered via a single window. There will no longer be the need for the customer to go from department to department to get the service required. Given the level of ICT-savvy of the Malaysian public, the public sector must deliver more services on-line, with the option of equally effective counter-service for members of the public who may not be e-ready.
- ii. Second, there will be greater inter-agency dialogue and communication in the way work is done, decisions made and problems solved. The "One Service, One delivery, No Wrong Door" is not only a mantra. We shall work to make it a given. What this means for the private sector is that, cases of being given the run around will become history.
- iii. Third, there will be greater integration of processes, with high levels of information sharing. For the private sector and the man-in-street this means that there will be no need for repeated requests for information. Also, there will be increased replication of best practices of processes, procedures and effective systems to shorten the learning curve and optimise use of resources.

We believe the years ahead the competition will only get more intense and new challenges will emerge, emanating from the entry of new players, more challenging economic environment, new rules in the trading arena and the like. When we engaged the World Bank "Doing Business" team late last year we were informed that new indicators were being formulated to include aspects like corruption and transparency. These are issues that the Government is also focused on as exemplified by the establishment of the Malaysian Institute of Integrity. Domestically new challenges have also emerged and the civil service will need to interface with new models of Government to ensure that businesses and citizens continue to benefit from the improved delivery of government services. Coping successfully with these changes is a priority for the civil service. We are of the view that local authorities in Kuala Lumpur City-Region is well placed to take on the new challenges alongside the old ones, and in the process move to a higher level of service to facilitate the continued growth and expansion of businesses and the economy.

In moving the economy forward local authorities in Kuala Lumpur City-Region would like to reiterate that we will continue to work in close collaboration with the private sector. The frankness and intensity of exchanges between the private and public sectors, and the feedback local authorities in Kuala Lumpur City-Region have received at PEMUDAH have been helpful in identifying and addressing the issues closest to the heart of businesses. Perceptions or misperceptions about the way local authorities in Kuala Lumpur City-Region operate have also been addressed in PEMUDAH, and on the advice of our private sector partners we will focus on enhancing our media communications programmes and the way we engage stakeholders.

In the coming year, PEMUDAH will work on issues that are not only directly but indirectly related to the property market and business environment. We will be looking to address environmental issues that directly impact on the friendliness of our places, land matters which have a bearing on setting up business and homes, and feeding our populace; review the approach to the employment of foreign labour coupled with development of domestic human resource and skill upgrading; and branding our towns and cities to have a positive impact on local authorities in Kuala

Lumpur City-Region competitiveness and tourism. Local authorities in Kuala Lumpur City-Region will also work in relation to government procedures and processes, making it more transparent and accountable. In the areas of doing business, work will continue to be focused on trading across borders, registering property, taxes, enforcing contracts and closing a business.

As mentioned before, the focus will also be on serving the citizens better. In this regard local authorities in Kuala Lumpur City-Region welcome civil societies comments and proposals which they can channel through the PEMUDAH website. They value such interaction, and look forward to inputs on how local authorities in Kuala Lumpur City-Region can serve citizens from all walks of life more effectively and with a difference in the quality of outcomes. The business competitiveness is a function of efforts of both the public and private sectors. The level of competitiveness attained by our nation is dependent on whether both parties have contributed meaningfully to the process. Looking back at local authorities in Kuala Lumpur City-Region's development and the path they have taken, it can be said that they have done many things right to have arrived where we are as a nation. However, the questions that beg to be answered are whether they could have done more, and is it going to be enough to remain competitive moving forward? Kuala Lumpur City-Region is sure that they will agree that competitiveness re-defines itself on a daily basis, and to take anything for granted would be to leave our future to chance. The bottom line is that Kuala Lumpur City-Region has to keep running the race and keep looking over our shoulder to see who is catching up, even as local authorities in Kuala Lumpur City-Region look forward to overtake the competitors ahead.

8.4 An efficient and sustainable urban development

Urban development should have a clear guidance on the direction of future expansion to accommodate an orderly and manageable development. The development of an urban system needs to be based on clear system of hierarchy so that the provision and distribution of facilities and infrastructure will be more efficient, thus, preventing wastage of national resources. Urban development needs to be carried out within a specified area to ensure urban sprawl is avoided. Towards this end, land use development should be based on the adopted development plan and comply with all policies, programmes and action plans proposed by the respective plan.

The urban limit needs to be identified to implement the development of a more efficient land use. Urban development should be implemented in accordance with the principles of smart growth with emphasis on redeveloping suitable areas especially in urban centres and brown field areas, preserving green areas for recreational purpose and conserving environmentally sensitive areas. This is to prevent development from encroaching upon agricultural and environmentally sensitive areas, to promote the optimum usage of existing infrastructure and to revive the attractiveness and liveliness of the urban centres. Urban redevelopment programme of suitable and strategic areas in one way of increasing the efficiency of urban areas.

8.5 Effective and efficient urban governance

An effective urban governance system should be established to administer urban growth and development at various levels particularly the local authority level. This will ensure that the value of assets, economy, social and the environment will be maintained and value-added towards attaining sustainable urban centres in Malaysia. The local authority, as the main agency responsible to urban management, needs to update the administration and management system to optimise its financial revenue including new sources, upgrade its capacity to enable towns to become more competitive and viable, strengthen human resources by employing skilled and experienced staff as well as expand the use of technology.

With rapid urbanisation, local authorities should emphasize the use of innovative approach and technology to reduce cost and increase efficiency in all aspects of urban planning, development and management. In addition, these efforts will contribute to the management of a more viable environment. The management and administration system practised should be founded on an ethical work culture, be transparent and efficient to ensure a more effective delivery system. In this light, there is a need to review and strengthen the respective system and work procedure, implementation approach, standards and guidelines to achieve the highest standard of services.

To complement actions being carried out, the existing legislations related to urban administration and management should be reviewed for more effective enforcement and implementation of the urban development. Local authorities need to cooperate closely with the local community, on-governmental organisations and the private sector to plan and implement appropriate urban planning and management programmes that meet with their requirements for sustainable development as mooted in the Local Agenda 21. Such cooperation will provide opportunity for the local community to monitor and give feedback on the programmes implemented in their respective area. To facilitate this proposal, the local authority should establish a unit responsible for coordinating and managing programmes to improve local community participation in urban planning and governance activities.

8.6 Development of an urban economy that is resilient, dynamic and competitive

There is a need to identify the economic strength and specialization of each urban centre to develop, promote and strengthen its future growth and development. A strong correlation between economic growth and urban growth further clarifies the role of the local economic base in national economic growth. A major conurbation will encounter challenges from globalisation and technological development including the emergence of knowledge-based economy. The growth of knowledge-based economy requires a high level of competency among administrators, service providers and consumers. The improvement of skills of the urban dwellers will further accelerate economic growth, expand knowledge, and lead to the upgrading of skilled manpower.

Besides encouraging the growth and development of major urban centres, the economic development of medium and small sized urban centre should also be supported as they provide consumer goods to the urban population. Small towns also have an important role in improving the standard of living of the rural population as they function as commercial and trading centres especially in marketing agricultural products. The growth of these small towns creates demand for agricultural products and provides non-agricultural employment opportunities; both of which will improve the economic base of the rural population.

8.7 An integrated and efficient urban transportation system

An efficient and comprehensive transportation system is vital in enhancing the competitiveness of an urban centre. The increase in population and high private vehicle ownership compound by an inefficient public transport calls for a strategy that could resolve these issues. Thus, the development of an integrated transportation system needs to be implemented with emphasis on multi-modal and environmentally friendly features to address the problems of congestion in large cities like Kuala Lumpur City Region, Georgetown and Johor Bahru Conurbations. A policy that promotes the use of an integrated public transportation system that is effective and affordable to all levels the population should be formulated. Furthermore, traffic management has to be implemented comprehensively in order to reduce congestion in the cities.

8.8 Provision of urban services infrastructure and utility of quality

The provision of infrastructure and utility should be viewed in terms of fulfilling the demand of the population and supporting the growth of the urban economy as well as contribute to the competitiveness of the particular township. Infrastructure and utility need to be adequately provided in terms of quality, coverage of distribution, and be of high quality that utilizes the latest technology. The provision of infrastructure and utility should be coordinated with the hierarchy level; and function of town. In conurbation areas, the supply of utilities such as electricity and telecommunication should be of higher standard to meet the requirements of value-added and k-economy activities. Moreover, these facilities need to have an efficient level of management and maintenance with good back-up services to reduce interruption during service.

For an efficient urban service, the main strategy is to widen its coverage and improve the quality of service by ensuring the sustainability and cost efficiently of maintenance. Major urban services such as waste collection, sewerage maintenance, drainage maintenance, cleaning and management of public places should be provided extensively and be of high quality. This will improve the quality of living of the local population as well as increase the attractiveness of the urban area. For more efficient and cost effective management of domestic effluent, the existing sewerage system needs to be improved in addition to the construction of new facilities. The involvement of the local community needs to be encouraged to assist the local authority in administering and managing the urban area. Figure 3 shows how to break the spiral effect of inefficient urban governance in Kuala Lumpur City-Region development. Meanwhile figure 4 shows the effect of efficient urban governance to Kuala Lumpur City-Region development.

9. Conclusion

The 9th Malaysia Plan period witnessed a renewed commitment by the government to promote good governance and will be continued with Government taking steps to enhance the integrity, transparency and accountability of the public and private sectors and further improve the level of good governance. These measures will help address corruption, reduce wastage and the cost of doing business as well as increase the efficiency of public service delivery and corporate sector. These gains from good governance will make Malaysia more competitive and attractive to investors and facilitate the achievement of the nation's development goals. The scope of efforts to enhance the public sector delivery system encompassed land administration, services of local authorities, investment facilitation, quality management, performance measurement, consolidated licenses and permits, improvements in counter services, management of public complaints, reduction of bureaucratic red tape and ICT development.

The commitment to enhance the efficiency and effectiveness of the public service delivery system will continue in order to reduce the cost of doing business, encourage private investment and positively influence investor perceptions about Malaysia as a preferred destination for trade and investment. Many challenges faces the Malaysia's city regions in this new millennium, it is importance of efficiency in urban governance is eminent in administration of developing city.

Governance has given greater attention not only in public administration but also in the operations of private businesses. The task to turn urbanisation issues being emphasized by the government, among others, are urban poverty, the rising crime rate, solid waste disposal, housing for the poor, environmental protection, pollution, property market etc. These issues need to be tackled holistically to ensure the role of urban centre as the engine of economic growth will be continuously maintained and enhanced.

City-region need to be governed efficiently to promote a sustainable and conducive environment as a place of work and living. At the same time, the uniqueness of town should also be preserved to maintain its image and distinct identity. City-region is a catalyst and contributor towards the national economic growth, a centre for innovation and entrepreneurship and a source for high social services. Efficient urban governance will help to generate a competitive national development. Therefore, development potentials that exist in city-region should be continuously adopted and supported as a place for investment and providing services of a high level.

The pressure to create employment will be more intense in the conurbation which is expected to encounter competition from other cities worldwide due to globalisation and trade liberalisation. This is because the city-region is anticipated to lead the nation in securing foreign investment, and in turn become competitive centres to attract investors and buy property in city-region. Thus, one of the challenges of the urban economy is to turn city-region into the hub of property market for investment and commercial centres. It should have the capacity-region to attract foreign and local investment and trade in order to achieve a viable economy and provide adequate employment opportunities. With the rapid pace of urbanisation by 2020, urban governance is faced with various complex challenges ahead. These challenges require that the respective parties be more focused in undertaking each and every responsibility in urban development.

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Table 1. A summary of definition of governance

Scholars		Definition of governance
1.	Kooiman, 1993	As a new system—changing to a relationship with mutual interchange from one where, Before there was only a unilateral relationship between government and civil society. The new system is Characterized as having dynamism, complexity, and diversity.
2.	Campbell, 1995	The patterns of civic life derived from the interaction of structure and the process of politic
3.	Rhodes, 1996	As a self-organizing network connecting the relevant public and private actors
4.	Jessop, 1997	As a system with mutual interchange, with participants negotiating and coming to a consensus through cooperation
5.	Pierre, 1998	As a form of institutionalization of coordinating mechanisms between state and civil society, with the nature of state intervention in civil society being to promote its objectives.
		As charaterised by the informal activities increasingly becoming more important for actors and the exchange between governmental and nongovernmental actors, public and non-public institutions in the setting up, negotiation and implementation of public policy
6.	Painter, 2000	The role of network involving both state and non-state sectors
7.	Andersen, 2001	Government must not only listen to the people, but also involve them actively in all stages of the policy process. The philosophy is that, by providing such competence, the residents are supposed to be capable of managing their own lives and undertake the necessary actions for improvement
8.	UN-Habitat, 2001	The sum of the ways through which individuals and institutions

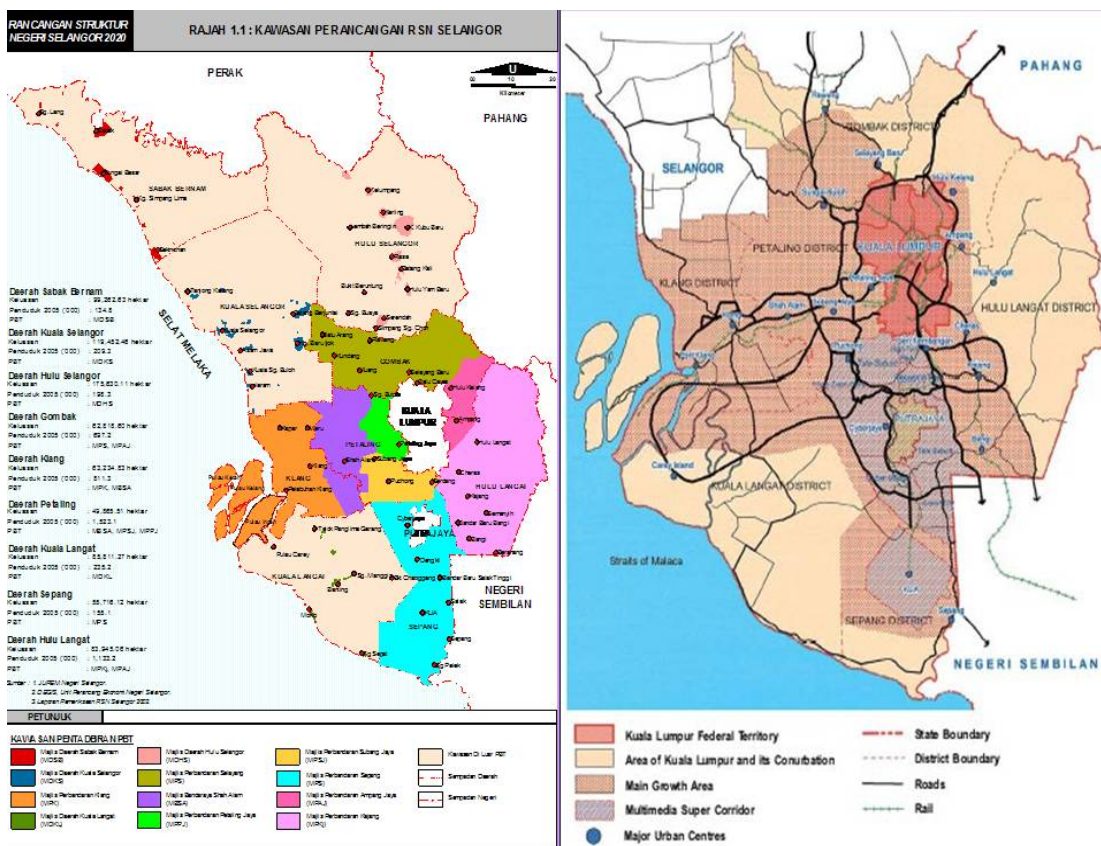
		(public and private) plan and manage their common affairs. It is equally important to strengthen the linkages between local governments and the civil society so as to bring in transparency and accountability in public service. And it becomes imperative to put in place institutional structures and mechanisms that provide all urban citizens, especially the poor, vulnerable and marginalised, a voice in the development decision-making processes.
9.	Garcia, 2006	A negotiation mechanism for formulating and implementing policy that actively seeks the involvement of stakeholders and civil society organizations besides governmental bodies and experts.
10.	Bevir, 2007	Describe the change in the nature and role of the state following the public-sector reforms that led to a shift from a hierarchic bureaucracy towards a greater use of markets, quasi-markets and networks especially in the delivery of public services.

Table 2. A summary of definition and application of urban governance

No	Scholar	Definition of urban governance	Application
1.	Stoker, 1998	As an outcome that is visible to a citizen is a key feature that allows empirical tests of the city as a place or as a sustained achievement of performances. A form of co-governing generated for a specific place such as a city-region.	In fact, the contemporary urban environment with its multitudinous urban issues is too complex and diverse to be addressed by municipal government independently. The common view now is that it is time to solve urban issues by building up an urban governance structure with stakeholder's participation.
2.	Mehta, 1998	As the concept of <i>networking</i> of one city with other cities or with key actors such as firms, labor unions and business associations, but also other states.	A number of indicators of networking such as the number of inter-city, regional, and international networks as well as the extent of technological interchange and collaboration. Measures such as presence of business sector initiatives to improve efficiency of local government functioning, as well as the degree to which implementation of policies and incentive schemes exist to encourage private sector participation in development.
3.	The International Bank of Reconstruction and Development, 2001	Exercise of power to manage a city's economic and social development. Developing policies and approaches to meet community needs with the involvement of the community in the process	Involving the community in identifying their wants and needs - this implies that the city government will uphold democratic processes and be accountable to the people of the city
4.	Dekker & Van Kempen, 2004	As relies on self-organizing networks and bottom-up approaches, and considers the	The type of participation in urban governance is substantial and positive rather than formal

		citizen as actors, participating to make important decisions for the administration and process of urban policy	and negative. The relationship among participants works in a horizontal structure of partnerships and networks with those in authority and having accountability.
5.	UNESCO, 2006	As the processes that steer and take into account the various links between stakeholders, local authorities and citizens.	It involves bottom-up and top-down strategies to favor active participation of communities concerned, negotiation among actors, transparent decision-making mechanisms, and innovation in strategies of urban management policies.
6.	OECD, 2006	As the roles and responsibilities of different levels of government operating in metropolitan regions, intergovernmental co-ordination and new relationship with the private sector and civil society.	There is a strong interest in developing an adequate formula that will respond to metropolitan challenges now visible everywhere.
7.	Bingham, 2006	As ways to engage citizens in urban policy decisions. These processes let people demonstrate that they have the potential to engage in dialogue and reach consensus on what is the best for their community.	The integration of reasoned discussions by the citizens and other residents into the decision-making of public representatives, especially when these approaches are embedded in the workings of local government over time.
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3.	The International Bank of Reconstruction and	Exercise of power to manage a city's economic and social development. Developing policies	Involving the community in identifying their wants and needs - this implies that the city

	Development, 2001	and approaches to meet community needs with the involvement of the community in the process	government will uphold democratic processes and be accountable to the people of the city
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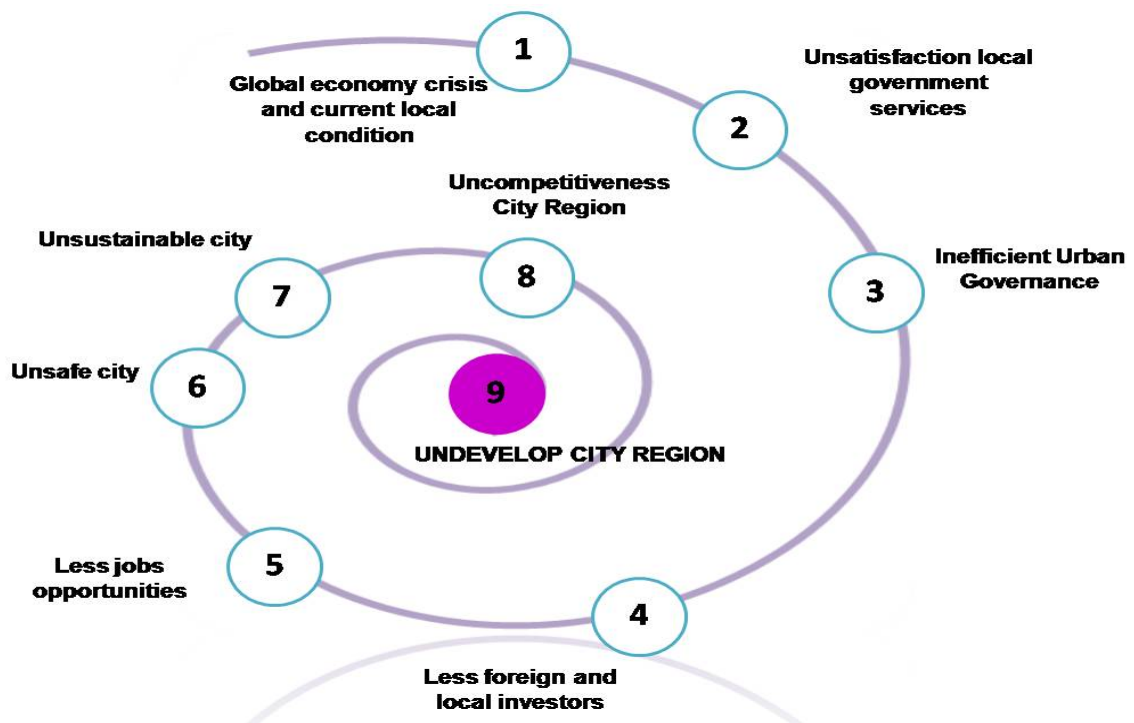


Figure 2. The spiral effect of inefficient urban governance in Kuala Lumpur city-region development

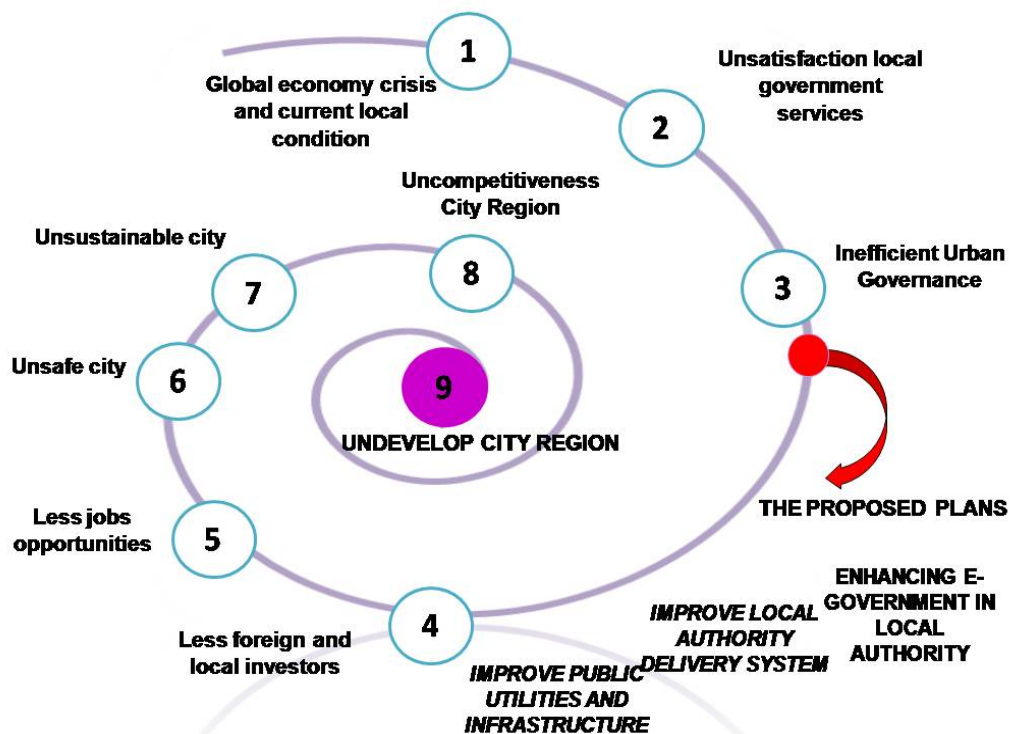


Figure 3. How to break the spiral effect of inefficient urban governance in Kuala Lumpur city-region development

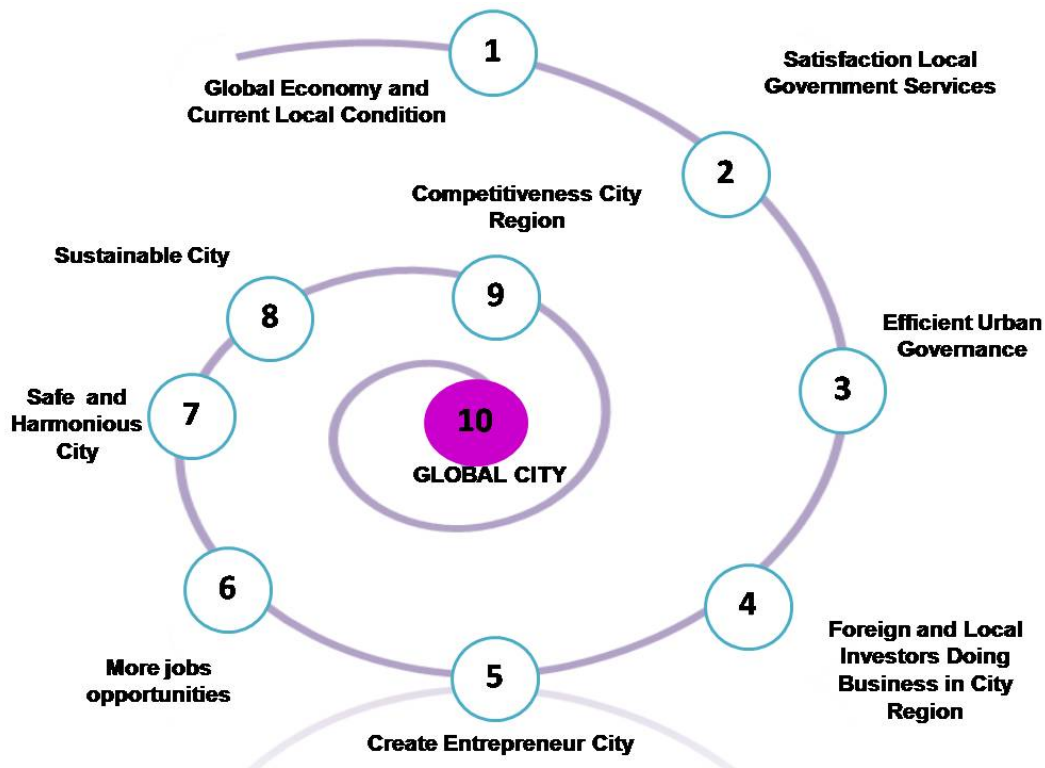


Figure 4. The effect of efficient urban governance to Kuala Lumpur city-region development



Discussion on Particularity of Teacher Allocation and Its Direction in Independent Institutes in China

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Abstract

It has been a long time that the Ministry of Education in China requires colleges and universities allocate teachers and lecturers according to the number of student enrollment, and gives a unified standard, which is delivered after considering the double functions of teaching and scientific research and considering that teachers should assume the double tasks. Independent institutes in China have appeared in the last few years, which is a brand new organization. Although it is an integral part of China's higher education, its unitary teaching function and its character of training practice-oriented talents determine that its teacher allocation should meet the requirements of the principle of teaching. It differs obviously from traditional colleges and universities in China. This paper puts forward new trains of thought for teacher allocation in independent institutes based on empirical analysis on over ten independent institutes in Hubei Province.

Keywords: Independent institute, Teacher allocation, Particularity

Allocation of human resources is a fundamental task of human resource management in various organizations and is a core work which is concerned about the overall performance of an organization. Quality of allocation naturally becomes an issue much concerned by governors of the organization. At its initial stage of establishment, independent institutes mainly depended on their parent school --- their organizers (public high schools), which offered teachers to resolve the teacher allocation problem of independent institutes, and this played a crucial role for independent institutes to come into practical teaching in a short run. After several years' development, with popularity of popularization of higher education, with tension of parent schools' resources and with expansion of self-demand of independent institutes, the original practice of applying educational resources of parent schools becomes more and more incommensurate to requirements of practical teaching. Considering development in the future, establishing their own teaching team for independent institutes has become a necessity, so teacher allocation is becoming more and more an important and urgent task for independent institutes. This paper aims at providing some enlightenment for teacher allocation for independent institutes.

1. Conditions of students in independent institutes and analysis of their training target

Students in independent institutes are those who are from undergraduate admission of the third group in the university entrance exam. Through investigation, it is discovered that, their economic condition is generally optimistic and most of them come from towns and cities. Parents of many students not only pay a tuition more than one time higher than in public high schools, but also offer their children a cost of living higher than the general level. Most of them have received training and education in a variety of knowledge and workmanship both at school and out of school, so they are well-read and well-informed. But it is an unevadable fact that, as a whole, students of independent institutes have the lowest school performance among undergraduates in all colleges and universities. They generally have weak knowledge foundation in middle school and they show no interest in theoretical learning, so they are lacking in the learning motive.

Without exception, independent institutes determine their school running direction of training practice-oriented talents, so they attempt to strengthen students' practical operation capacity so as to achieve the goal of training practice-oriented talents. Training of practice-oriented talents needs to resolve three issues. Firstly, what kind of practice-oriented talents the society needs; secondly, whether students have the condition to become practice-oriented talents; thirdly, what kinds of teachers are demanded for training of practice-oriented talents.

2. Construction of existing teachers in independent institutes and analysis on their conditions and characteristics

Through a recent investigation on several independent institutes in Hubei (mainly Wuhan), the subject group discovers that all respondents have their own teaching team and their teaching team has quite similar age structure. Young teachers below the age of 30 account for over half of the total, those with an age of almost 60 or above 60 approximate to 20% and those from 35 to 55 account for less than 5%. The disequilibrium phenomenon among male and female teachers is also outstanding, and especially female young teachers below the age of 30 occupy a proportion of over 60% among those below 30. Obviously, it's not only a defect that age structure of teaching team in independent institutes is imbalanced, but it cannot be ignored that gender structure is also imperfect.

Due to requirements on school running assessment norm for independent institutes from the Ministry of Education, in the recent couple of years, master degree has become a "threshold" in recruitment of teachers. Therefore, people with a master degree steadily increase year by year. Young teachers with a master degree occupy a high proportion and especially in those several independent institutes investigated by the subject group, the above proportion all exceeds 50%. Increasing of the proportion of teachers with a master degree in independent institutes directly upgrades educational qualifications of teachers, which has a positive effect upon teaching. However, further analysis on knowledge structure of graduates in recent years makes it clear that, due to guide of exam subjects for graduate exam, almost all students who plan to pursue the master degree determine their learning direction in which graduate exam subjects are regarded as the primary learning goal, and learning other courses is merely restrained to "pass the test". It is rarely known that, courses in the training plan of all professions are interrelated and constitute a whole, so students cannot have a professional capacity without a comprehensive learning. Meanwhile, it is a foundation for supporting professional study during the period of pursuing a master degree. However, learning of graduate period cannot make up for disadvantages of the undergraduate period. Besides, with shortening of educational system for graduates, even if one has the consciousness to make up for his disadvantages in the knowledge structure, lacking of conditions makes it impossible. Hence, the phenomenon of "disadvantages" in the professional knowledge structure among young teachers is general.

The number of students in independent institutes in recent years grow rapidly (most of students under the newly expanded enrollment in colleges and universities in Hubei are assigned to independent institutes), their pedagogical task and burden becomes obviously heavy. Impelled by the teaching task, a large majority of teachers in independent institutes begin to teach students the moment they are recruited into the school (this phenomenon also exists in public high schools). There lacks a process of transition from the role of a student or other working staff to a teacher, which results in the fact that most teachers, especially young teachers, are lacking in necessary teaching skills and in the capacity of well digesting and completely understanding what they have learned. As for those teachers who graduate for a short time and who are responsible for teaching of professional courses, what is fatal for them is that they are lacking in experiences and capacity of professional practice, and they have no choice but to echo what the books say. It is obvious that a large majority of teachers are deficient in the capacity structure.

Likewise, affected by school running assessment norm from the Ministry of Education, and in order to attain the requirement of the assessment norm on "professional title" of teachers, independent institutes bring in a batch of master teachers at the age of 60 and above and with the title of associate professorship. Most of these master teachers are retirees from public high schools, with several years' rich teaching experiences in high schools. Students level and training objective of independent institutes are different from those in public high schools and students' interest has great discrepancy, so after being recruited by independent institutes, compared with their previous teaching in public high schools, great differences exist among these master teachers in terms of their teaching targets, teaching content and methods. Due to their working inertia, those master teachers, with or without consciousness, follow their previous teaching methods, and are accustomed to the former teaching expectation naturally out of their teaching activities. It's unlucky that teaching effect is usually far from as what is expected. Hence, both teachers and students cannot adapt to that effect. Although master teachers account for 20% -- 30% of all teachers in independent institutes, and belong to the group of "minority", they assume quite a large quantity of teaching task and especially teaching of core courses, so their influence on students' learning and their demonstration significance on young teachers cannot be ignored. Still, there exist the adjustive issues of their educational ideal, teaching method and professional knowledge among these master teachers.

3. Particularity requirements on teacher allocation in independent institutes

To discuss the issue of teacher allocation in independent institutes under the circumstance when public high schools go

towards maturity. Obviously, independent institutes are in an unadvantageous position of later-comers in the competition of human resource allocation. Then, particularity requirements on teacher allocation in independent institutes come into existence. The so-called particularity refers to supposed individuality of independent institutes that differs from that of public high schools. The particularity requirements on teacher allocation in independent institutes derive from the necessity of survival and development. Since independent institutes are late-comers, they are incapable of contesting with public high schools for excellent resources. Besides, school running direction and training objective of independent institutes are different from those in public high schools, so types of teachers allocated will also differ. Therefore, if quality and structure of teacher allocation in independent institutes are totally the same as those in public high schools, then the survival path of independent institutes will be more and more narrow, let alone its development and expansion.

Particularity requirements of teacher allocation in independent institutes, in the first place, is reflected in its response to market demand. What kind of talents independent institutes should train has been an ill-defined concept, but given the demand of the personnel market on graduates from independent institutes, employing units has located their graduates, and this positioning cannot be simply defined as practice-oriented talents. "practice-oriented talent" is a broad concept, because all other talents can be generalized as "practice-oriented talents" except for those talents in theoretical research. Hence, practice-oriented talents become a "large basket", which, from a broad sense, makes sense. However, demand of the market on practice-oriented talents is hierarchical, and the knowledge structure, competence structure, aspiration of duty assumption, social value and social demand of each hierarchy of are distinguished, and it is through screening of the market that each hierarchy of practice-oriented talents is classified.

Independent institute is a product of the market, and market orientation is the direction indicator for its survival and development. Training objective of independent institutes should be located at training professional elementary practice-oriented talents. Of course, the issue of positioning of training objective in independent institutes is not what the author is to discuss, and here the author briefly mentions it just because it is the premise of the subsequently discussed issues in the paper. Considering merely the teaching team, knowledge and competence structure of teachers directly affects students. In order to train students with practical capacity, the teaching team should first of all have appropriate knowledge and capacity. That is to say, teacher allocation in independent institutes has great market directivity, and it directs towards establishing a teaching team with knowledge structure and competence structure that suits the demand of the training objective. There exists great difficulty in satisfying demand of directivity. At first, teachers are required to adjust their knowledge structure, which should not only be based on professional knowledge of a teacher, but should refer to applicability of the knowledge in practice. In addition, teachers should respond fast to new knowledge and new technique and their speed of updating knowledge should be fast, too. That is to say, knowledge imparted to students should satisfy what students need to have the professional competence, and should be focused upon their practical demand in the future, not aimed at being profound. Then, competence of teachers should be trained.

Essentially different from public high schools, independent institutes neither have any financial support, nor have any income of social service, and all their revenue comes from students' tuition, which is used to support all their activities. According to classification of existing industries, school belongs to the tertiary industry, which provides intelligence service to the society, and is a knowledge-intensive organization. In the whole process of service, knowledge-intensive service occupies a large proportion. Hence, high-quality human resource engaged also accounts for a large proportion. Through investigation, it is discovered that, human resource cost in independent institutes accounts for 40%-50% of the total cost, among which the number of teachers accounts for 60%-70% and average income of teachers is generally higher than that of other working staff, so cost of teachers accounts for over 70% of the total human resource cost, which approximates to 30% of the total cost. In addition to human resource cost, teaching cost, students' activity cost, daily administrative cost and fixed cost, etc, which are required by the normal running of a school, there is another expense in independent institutes which doesn't exist in public high schools, namely, management fee paid to their organizer (parent school). And this expense accounts for 20%-25% of the total tuition revenue. Thereout, although tuition of independent institutes is one time higher that of public high schools, their actual running fund is not enough, especially at the initial period of its establishment. However, independent institutes are at present at the primary stage, so even if an independent institute has completed its fundamental establishment task, it still has the construction task of laboratory (training), internship installations and facilities and ancillary facilities of basic construction, which determines its tension in funds within the following three to five years. Therefore, teacher allocation in independent institutes has to take consideration its demand on cost.

Considering the demand on cost, teacher allocation in independent institutes doesn't mean going out of their way to cut down expenses, but exchange for another way to consider the problem. Through investigation, to allocate teachers according to the number of students enrolled is irrational, because teachers are directly interrelated with teaching task, so it should be more rational to allocate teachers according to the teaching task. Taking into unified consideration the teaching task and link of majors and courses as well as professional development direction of teachers in teacher allocation can take control over human resource cost on the premise of ensuring normal teaching order and quality.

Currently, the central government positively advocates establishment of a conservation-minded society and all levels of governments and institutions are also making active response, which is favorable for long-term development of the country. Establishment of conservation-minded society requires not only save of land resources, but also save of human resources, especially save of high-quality human resources occupied by teacher allocation. Although the total amount of human resources in China is abundant, there exists acute structural imbalance between surplus of the total human resources and shortage of high-quality human resources, so save of high-quality human resources is an outcome of market adjustment. In other words, undersupply of high-quality human resources requires save of resources in teacher allocation in independent institutes.

4. Direction of teacher allocation in independent institutes

Particularity requirement of teacher allocation in independent institutes determines its allocation direction. Hence, independent institutes have the teacher allocation direction of market direction and cost direction which is different from that in public schools. The so-called teacher allocation of market direction means to allocate teachers according to demand of the market on graduates to have required quality and capacity, while teacher allocation of cost direction means to allocate teachers based on saving teacher cost.

Teacher allocation of market direction is to bring human resources into the scope of teacher allocation with practical professional experiences and capacity and with deep knowledge in “situation” of professional market, and to allow the human resources to become important resources of teacher allocation. Since independent institutes are launched by parent schools and social power together, it’s inevitable that they follow some ideals and practices of parent schools in teacher allocation. At present, human resources that haven’t been attached much importance by parent schools haven’t got attention either from many independent institutes. As has mentioned previously, independent institutes differ greatly from parent schools in terms of student source quality, school running direction and training objective. The cause for parent schools’ not focusing on allocation from human resources of practical units is due to their school running direction and training objective, while the fact that independent institutes need to acquaint themselves with human resources with practical competence required by the market is also due to their school running direction and training objective. Therefore, they no longer simply follow teacher allocation ideals in parent schools, but allocate teachers according to their own developmental direction, which complies with their developmental demand.

Human resources with practical professional experiences and competence are largely stored in professional practice units, and to explore and excavate these human resources target-oriented is an approach to realizing teacher allocation of market direction. According to statistics, the number of engineers, technicians and managerial staff is growing larger and larger in China. Hence, the approach is feasible. As such, professional technicians with professional titles of non-teacher series may emerge among teachers in independent institutes.

Teacher allocation of cost direction mainly concentrates on the two factors of total number of teachers allocated and structure of teachers. As mentioned above, to allocate the total number of teachers according to the number of students enrolled is quite cursory, because this can only roughly estimate the approximate number of teachers, and this cursory allocation idea tends to cause much trouble to teaching. Key factors which determine the total number of teachers allocated should be the teaching load. The total number of allocated teachers extrapolated according to the scale of all students and the total teaching hours in the training plan and within the rated range of teaching load each week should be much precise than that based on the number of students enrolled. This is closely interrelated to accurate information of teaching activities. The total number of teachers to be allocated based on accurate calculation should completely satisfy the requirements of controlling cost and saving resources.

Control over the total number of teachers allocated is just one aspect of cost directional allocation, and it merely finishes part of cost control. In the situation when the total number of teachers allocated is unchanged, to rationalize the structure of teachers by adjusting it is another indispensable part of cost control. Because the same course can be taught by different teachers, cost of the same course taught by different teachers differs in independent institutes where the salary standard is directly interrelated to the professional title of teachers and their educational background. According to practical teaching, it’s not a fact that teachers with higher professional titles and educational background teach a course better, because here characteristic factors of a course are involved. Some courses are closely related to the social development, so its content is often changed and new knowledge and information in the course emerges in endlessly, which requires our teachers to frequently update their professional knowledge and skills. Besides, some courses per se are new courses, and they are derived directly from the current social development and demand. Obviously, capacity of master teachers with higher professional titles is not as good as that of young teachers. When courses with high demand on practical competence are concerned, educational background of teachers is not directly proportional to their teaching effect. In addition, the way to adjust teaching according to actual situation of students so as to achieve better teaching is not necessarily a “patent” of teachers with high professional titles and educational background. It is the requirement of cost directional allocation to employ teachers who can achieve better teaching according to course characteristics and requirement of teaching targets. Therefore, it can be said that, the fundamental purpose of allocating teachers based on

cost is to promote improvement of teaching by an economical means and to reduce waste of resources as far as possible. Besides, teacher allocation in independent institutes should take into consideration the dynamic requirements. Independent institute is a fast growing organization, and at the fast growing stage, allocation of its teachers is primarily to satisfy requirement of teaching on the quantity of teachers. However, when it enters the stable development stage, allocation of teachers is based on improving quality of teachers. Of course, fast development of independent institutes itself is a process of selecting the superior and eliminating the inferior, during which some independent institutes might be faced up with the destiny of being eliminated even if they haven't grown up. Although there are various reasons underlying, the ideal and measure of teacher allocation is an important one.

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On the Credit Alienation and Countermeasures of E-commerce

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Abstract

Similar to the global financial crisis in 2008 which is essentially the credit crisis, there are also general problems of distorting, alienating credit or credit evaluation mechanism through widespread speculation of credit, bogus transaction in e-commerce, which has resulted in the deterioration of trading environment. This paper introduces the concept “credit alienation” by the analysis of the financial crisis, mainly takes the credit evaluation of the auction websites in China for example, and analyzes the credit crisis in e-commerce and the root causes in detail. The emphasis is to explore the way to overcome the credit alienation, and build the necessary hardware and software environment for the development of e-commerce.

Keywords: E-commerce, Credit alienation, Credit evaluation

1. The credit and the credit alienation

As the internal ethical character and the existing basis of the market economy, credit is the will and capacity to combine the psychological commitment and agreed practice on the basis of honesty and trustworthiness, plus the formed and developed code of conducts and rules of transactions. As a result, credit, which connotes various elements such as the need for benefit, the psychological confidence, the agreed form, the required rules, the agreement practicing and the value evaluation (Wang Shuqin, 2005, 7), and includes different forms such as the ethical, legal, and political credit, is essentially the integration of words and deeds, qualitative credit and capital credit, subjective honesty and objective solvency. Credit is not only the foundation of subsistence, but the ground of entrepreneurship. In view of the specialty of the virtual market, the credit in Internet age has become a scarce moral, economic and social resource more important than that of any epoch. E-loyalty is considered to be a key success factor in e-commerce (Marcel Gommans, Krish S. Krishnan & Katrin B. Scheffold, 2001, 43-58). However, as is often to be over-stimulated, exploited and amplified, especially within the context of increasing colonization of economic life, the credit is experiencing a growing commercialization and disorder, and thus leading to the anomaly of the entire credit environment.

The global financial crisis in 2008 was fundamentally resulted from the increasing spread of the credit crisis promoted by the alienation of financial credit. The ideology of financial transactions, which took the concept as the general equivalent, undoubtedly had paved the way for the alienation of the economic credit. Due to the abuse of economic credit, the financial transactions had increasingly evolved into the concept profiteering, and the commodity - credit economy had developed into the finance - concept economy. No matter the excess money during the virtual credit expansion, or the allergic chain reaction in the field of consumer credit and the excessive response after the outbreak of the crisis, were all signs of maladjustment to the dependence, zooming, and alienation of credit in financial civilization. The alienation was far from over, the boom of the economic credit subsequently converted into the crisis of administrative credit and the loss of the political credit. The credit rating agencies, who shared the dual role of the market adjudicator and the responsible stakeholder, not only took the flawed mathematical model as the rating basis, but driven by interests, changed the ratings of debt securities for huge ratings gains, adding fuel to the flames by pushing

the "toxic debt" into the circulation channels. This rating departing from the fundamental credit deprived of its function of risks revealing and warning, thereby led to the distortion of the credit assessment and the losing control of the credit risk on the micro-level. As the credit rating agencies and the other main bodies, which can perceive the risk of subordinated debt continued to release risk, the alienation constantly escalated and the risk incessantly enlarged as well. The over-intervention of the government, political parties and interest groups, also encouraged the moral hazard, and ultimately made the risk of credit derivatives go beyond the government's control.

2. The credit alienation in e-commerce

However, once the credit evaluation for business loses the authenticity and fairness, the trading environment will worsen rapidly, the consumers will become the indirect victims, and the collapse and destruction of trading platform itself will be just around the E-commerce is confronted with varying degrees of credit alienation likewise, especially in the credit evaluation mechanism, although its alienating mechanism is different from the deteriorating and distorting process of the multiple credits in the financial crisis, credit evaluation mechanism is the core path to resolve the credit plight of e-commerce, However, the process of eliminating the credit alienation in such a emerging economic model, may be more difficult and complicated.

As it were, the electronic network triggers a major change of social members' communicative manners ----from "presence" to "absence". In this "strangers society", where space-time weakened and separated, people have to place their hopes and trust in the institutional commitment from such an abstract system, and take a switchover from personal trust to system trust (Gao Zhaoming, 2002, 11). The virtual market's long range, record alterability and the complexity of subjects, make its credit issues more prominent than the physical market; the trading environment's virtuality and non-contacting feature, as well as the corresponding changes in the way of credit accumulation, subverts the "scheduled harmony" in traditional ethical world, and reveals the straitness of human relationships, bringing the online transactions, particularly the one-off game the potential safety hazard. Therefore, this distinctiveness of e-commerce no doubt offers an enlarging space to the economic rational man's pursuit of the maximizing economic interests. The commercialization of human relationships, the honesty-losing consumption patterns, further decreases people's confidence in the credit mechanism, and provides more opportunities for the discreditable behaviors. In short, the innate, potential safety hazard and acquired systematic, technical loopholes, plus the profit-pursuing activities in the real world, provide the hotbed for the alienation of credit; the so-called declaration "credit first" actually often inverts into the distortion of credit and the speculation of the false credit, but can not be the true admiration for credit, let alone the accumulation of the credit.

Take the credit evaluation of the auction websites in China for example. In view that establishing the credit system of the virtual market is the main path to solve the credit problems in the virtual markets, the credit evaluation, which informationizes the credit quality, and provides an important source of trust for the credit in abstract system, has become the key to build this system. The purpose of the credit evaluation is, according to the past trading information, to determine the quality of the products or services delivered by the seller, as well as the buyers' behaviors in paying the purchase price. Hence, it is the value label or trademark characterized the overall quality of individuals or enterprises.

However, there are still a series of problems involved in current credit evaluation of e-commerce: the unsound laws and regulations on credit management, the prevalent division and asymmetry of credit information, the ambiguous and one-sided certification system, the overly simplistic trust model, and the non-uniform credit rating, and so on. In the backdrop of highlighting "ecological crisis of network ", lots of stakeholders take credit as virtual goods, through malicious speculation, to make disguised self-packaging and increase the credit accumulation, which not only deteriorate the trading environment of e-commerce, but also exacerbate the imbalance of the demand and supply of the credit in e-business. The alienation of the credit evaluation mechanism, which aims to avoid the "Prisoner's Dilemma" and clear up the anonymous risk, will inevitably reduce the consumers' confidence and identity in e-commerce, accelerate the escalation of the credit crisis, thereby leave hidden dangers for the so-called "bubble economy".

The credit alienation in the credit evaluation of auction website mainly refers to the commercialization and instrumentalist of credit. In order to improve their credit rating quickly, lots of e-commerce websites resort to every conceivable means to engage in credit speculation, from the sale of the assessment, to the exchange of the false assessment and the purchase of the assessment; from the websites' own low-level speculation, to the senior speculation in the form of "seller collusion". The appearance of the "occupational hand brushes", through the abnormal application of the rules, directly distorts and alienates the credit into a kind of virtual goods. However, once the credit evaluation for business loses the authenticity and fairness, the trading environment will worsen rapidly, the consumers will become the indirect victims, and the collapse and destruction of trading platform itself will be just around the corner. Commodities trading platform established on the basis of the credit, finally alienated the credit into commodity.

Currently, there is no two-way credit evaluation system between the individual consumer and the credit rating agency for e-commerce yet, and the certification system the websites adopt is only oriented to the buyers rather than the sellers. Consequently, to seek higher interests of the e-transactions, many individual consumers also take the false transactions

or the "buyer collusion" to improve the credit rating in existing e-commerce system, which not only do great damage to the interests of other individual consumers who conforms the real transactions, but further reduce the fairness of the e-commerce credit rating. As the simple credit evaluation model doesn't involve the factors such as the scoring weight, transaction price, and the confidence level of the appraiser, it can not encourage users to adopt the long-term integrity trading strategies, and reveals the confidentiality risks of the potential trading partners fundamentally, but instigates the endless opportunism instead. Many opportunists, after using the low-value commodities to obtain a high credit rating and credit quality, then begin to abuse credit rating and lose his trust in the transactions of high-value goods to obtain illicit higher earnings. Some others take the credit ratings as retaliatory tools, and do malicious evaluation irresponsibly.

As pointed out by Shoaf and Sama, ethical rationale in the New Media is largely non-existent; ethics and e-commerce is an oxymoron, because e-commerce is in a state of anarchy, and its internally organizational culture shows a weak ethical climate specifically, that is, a low moral intensity (LM Sama & V. Shoaf, 2002, 93-103). In that case, in such a digital world "lack of the World of Ethics" (Fan Hao, 2007, 80), and full of false cultural consciousness, how to do a good self-adjustment and self-transformation, to return the true face of the commercial credit? What course should e-commerce follow?

3. The e-commerce in opportunities

With the globalized, standardized, high-speeding and low-cost mode of doing business, e-commerce can serve as a strong driving force for the economic globalization. Nevertheless, this new business form doesn't promote rapidly as expected in many countries. And on the whole, it experienced a process from the initial optimism and frenzy chasing to calm analysis and earnest summary. Obviously, credit is one of the most important stumbling blocks.

The universal predicament of traditional enterprises always pushes the new economic model to the ahead of market, and the financial crisis caused by the credit alienation demonstrates the potential advantages and broad prospects of e-commerce powerfully. In the grim circumstances of funds lacking and cost inflation, the medium-sized and small enterprises have no option but to re-consider the input and output ratio, and seek the new marketing concepts, tools and methods to ease the cost pressures of transactions maximally. E-commerce has thereby become the best choice for the business to increase income and decrease expenditure, and adjust the strategy, to turn the passiveness into the initiative, and the crisis into the opportunities. On the other hand, the crisis also prompted many netizens to choose the cost-effective e-commerce to reduce the consumption cost. Facing the opportunities in the crisis, the e-commerce industry, which has the same serious potential credit issues, should enhance the crisis consciousness, seek for the root causes of the crisis multi-dimensionally with systematic thinking, and by means of social, legal and technical strategies, to build a strong, stable credit system, ensuring the well operation of the credit system.

In the long run, through the joint efforts of the government, individuals and society, foster the credit culture upon which the modern credit system depend for survival, and realize the transformation from the over-reliance on human relations to the true admiration for the modern contracted culture, is our endeavoring direction and macro objective. Credit culture is a kind of social capital necessity for a sound credit system, which is crucial to the building of the market economy's moral basis, even the construction of the whole social credit.

However, China's current credit culture has become increasingly the constraints to the innovation of credit system. For one thing, the traditional credit culture is on the decline in contemporary society, which has resulted in unprecedented social credit crisis, and the confidential inertia is also difficult to be developed; for another, the undue dependence of the market credit system on the human relations, confuses frequently the credit ratings and the adjusting methods of the market credit system with the ones in human relations.

Therefore, in the virtual market filled with moral realistic culture, it is necessary to take the moral rationalism in the cultivation of credit culture and network moral, and intensify people's credit consciousness via the development of the formal credit system. That is to say, in the sustained efforts to enhance the trust in the virtual system and create the favorable moral atmosphere of network through education and advocacy, not limit to the traditional moral discourse, but stress more the perspective of economic rationality, and give the stakeholders positive reinforcement or reverse stimulation by economic means. With the effective cooperation with the legal system, the linkage mechanism where the ethical credit and system credit, the "soft constraints" and the "hard constraints" combine and promote each other will take shape gradually, and in turn advancing the accumulation of credit capital and optimize the credit environment of e-commerce.

Ethical credit is the effective value support and basic resources for the successful market transactions. As a result, we must conduct a more in-depth research of network ethics, and explore the concrete, effective practicing forms to enhance the construction of the e-business ethics and values, make "the awareness of network ethics" embed in the public gradually, and internalize the related responsibility for the conscious activities of interest subjects. Only when the necessary network ethics and ethical identity for the promotion of e-business is created and nurtured, can we achieve the unity and integration of the instrumental rationality and the value rationality in credit ethics, and then truly improve and

optimize the quality of the network life and the state of the co-existence.

Of course, as an informal system, which is the outcome of long-term accumulation of historical experience, the social trust cannot be obtained through rational economic investment or the other shortcuts in short period. The improvement of institutions or technologies, which constitute the skeletons of social credit system, however, is often in a better position to produce instant results. Furthermore, the access to the concept of credit has to go through a process of the external rules transforming into the internal initiative and moral conscience. In addition, it is also the important experience of developed countries that the establishment of a credit system must put the legislation and technological updating the first place. Despite that the three major US rating agencies have suffered the global attack as a result of the scandal of discredit in the financial crisis, but it can not be denied that by virtue of sound credit laws and special credit agency, as well as the long-term accumulation of legal credit culture, the United States has been able to provide the effective guarantee and supervision to the credit of the businesses or individuals participating in e-commerce, and ultimately boost the prosperity of e-commerce. As a consequence, it is essential to accelerate the construction of the credit system, particularly the improvement of the credit evaluation system.

First of all, cultivate the professional, independent and impartial e-business credit-assessment agencies. Through market operating, use the information technology to carry out the dynamic collection, processing and evaluation of the business or personal credit information, promoting information sharing and ensuring the consistency of the evaluation standards. At the same time, strengthen self-discipline, set up and perfect the credit alliance among the business websites, and carry out the activities like the credibility forum, to achieve the interconnection of the credit resources and self-supervision among different websites, resolving the problem of " the solitary Island of credit " resulting from the information division as far as possible. In the developing economies where the market economy has not yet fully developed, and the social credit are still in disorder, the completion and operation of these authorities is especially important to the development of e-commerce. In addition, while developing and applying continually the techniques of on-line security certification, the government should organize or authorize the public sectors responsible for the verification and supervision of authentication, further enhancing the fairness of the credit evaluation in e-business.

Secondly, institute and improve the credit evaluation system. Select and design the scientific, integrative, comparable, practical and dynamic credit evaluation, ensuring the results of credit evaluation are objective, fair and reasonable; elaborate the criteria of credit evaluation, set "the classified credit system with variable weight " adhering to the combination of the qualitative analysis and quantitative analysis, and give full consideration to transaction times, trading volume and the impact of the original credit quality; establish a strict reward and punishment mechanism of credit, where the range of punishment is greater than the ones of incentives , to increase the cost of dishonest conducts; implement the incentive mechanism of the credit evaluation , encouraging the individuals and enterprises to participate in on-line credit ratings. As China still lacks a set of authorized personal credit scoring procedures and the corresponding scoring model, which has experienced the scientific design, rigorous argument, and can come into play quickly, it is difficult to ensure the standardization, fairness and share of the credit assessment of e-commerce. For this reason, it is imperative for the government to formulate the standards of the credit rating and improve the credit evaluation system as soon as possible, eventually taking the credit evaluation of e-commerce into the construction of China's social credit system.

Thirdly, promote and perfect the credit management system. As has been stated, the healthy legal environment and well-developed legal credit play a pivotal role in the e-commerce credit evaluation, or even the credit-building of the whole e-business. Unfortunately, China has not yet formed a set of complete e-commerce legal system to restrain the conduct of e-transactions at present. The absence of the law and the lagging credit evaluation mechanism, are bound to raise the negligence to the defense of credit and cause the weightlessness of the credit in the benefits balance. Therefore, on the basis of the combination of localization and internationalization, given full consideration to the characteristics of e-transactions, the forward-looking laws and regulations must be established as soon as possible. On one side, determine the rules of the game and institutional reference system, making the credit activities such as the information opening, rating, application and publication, have regulations to abide by; on the other side, play the role of the legal system in shaping and strengthening ethical credit and credit culture, and ultimately realize the joint development of the ethical credit, economic credit and legal credit, providing the necessary soft and hard environment for the development of e-business.

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Second Language Learners' Identity toward Their Home Culture: Adding Pragmatic Knowledge to Language Learning Curriculum

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Abstract

The purpose of this reflective study is to understand how English learners' cultural identities facilitate their confidence to use English within a native English-speaking context. This article covers a qualitative case study using an autobiographical reflection of a Chinese-speaking international student's studying experiences in a Northern American English-speaking context. The data were collected through weekly interviews and the participant's diary report. The findings first display the contradictions of self and the other in her mind during the process of using English. Second, the study explores how cultural identity and the negotiations of linguistic codes of the target and mother language interact with each other. Third, the extracts of the study reveal that the participant is aware of her miscommunication in English resulting from her lack of pragmatic knowledge of English. Some instructional suggestions focusing on fostering learners' target language pragmatic knowledge and their mother cultural identity are presented.

Keywords: International student, Cultural identity, Pragmatic knowledge, Second language learning

1. Introduction

When learning a second language, learners cannot completely separate themselves from their cultural context where they rely on the knowledge source constructed from their home society to interpret the meaning of linguistic information of the target language (Hinkel, 1999; Peirce, 1995; Tseng, 2002). The single word, inclusive of linguistic symbols, may mean nothing itself. From the pragmatic point of view, the meanings of words can derive from the context, different surroundings can result in various implications of the words (Huang, 2007; Grundy, 2000; Levinson, 1983; Mey, 2001). "Situated meanings of many words and simple phrase are combinations of their lexical meanings proper and some superimposed conversational implicatures" (Blutner, 2006, p. 512). In recent years, a pragmatic component has been applied in second language (L2) education to reinforce the learner's communicative competence (Hinkel, 1999; Kasper, 1997; Rose & Kasper, 2001). Moreover, there is a great deal of research focusing on interlanguage pragmatics to examine L2 learners' language use and acquisition of pragmatic ability (see Rose and Kasper 2001: 3-8 for a thorough discussion of interlanguage pragmatics research). By L2 pragmatic ability, Kasper and Rose (2002) meant, "how L2 learners develop the ability to understand and perform action in a target language" (p.5). Rose and Kasper (2001) indicated it is necessary and of a great potential to conduct an instructional intervention to foster learners' acquisition of the competence to use the target language properly. However, in an L2 context, relatively little pragmatic-based instruction research has explicitly explored the difficulties confronted by learners who lack such competence and how they negotiate for the proper linkage between their mother language and the target language (TL). This study intends to address this lack and echo the need to add pragmatics to the TL instruction.

In addition, until now there has been no explicit discussion of learners' identity in earlier pragmatic-based instruction research. L2 learning and using is closely related to the issue of identity (Chao, Nagano, Luna, & Geist, 2000). Most societal ideology researchers agree that identity is a social construct by means of symbolic performances depending on individual choice of practices in dynamic societal and situational contexts (Campbell, 2000; Schechter & Bayley, 1997; Star, 1991). Take English learning in a non English-speaking context as an example. For an effective oral communication in an English-speaking context, English learners ought to construct the identity toward their home culture (Lee, 2002; Milville et al., 2000) to reduce language learning conflicts. This is because the conflicts may result from the incompatibility in identities between home and target cultures (Berry, Kin, Minde & Mon, 1987; de Domanico, Crawford & DeWolfe, 1994). For learners, home culture symbolizes personal allegiance to their cultural heritage and

has been chronically embedded in their minds. In the process of L2 learning, it cannot be denied that learners additively rely on their mother language which acts like a vehicle for affirmation of group identity toward their culture. Aspects of mother cultural identity play some role in second language learning and use (Peirce, 1995; Hinkel, 1999; Jiménez, 2000). Mother cultural identity can be emblematic of support for L2 learners confidently conducting negotiation between mother language and TL. However, considerably few studies were undertaken to understand how learners' mother cultural identity facilitated their pragmatic awareness.

2. Literature Review

The reviewed literature in this study focused on identity development to explore how literacy and identity interact, the significance of learners' home cultural identity, and the philosophic aspects of self and the other.

2.1 Formation of Identity

Identity formation is a complicated process and is gradually developed in a social context. Myers and Speight (1991) conceptualize optimal identity development as a process of coming to know self as expression of spirit. The process of identity construction can be complex and multifaceted (Schechter & Bayley, 1997). In the case of L2 learning, the identity process can be complicated by the facts that learners are under the influence of two cultural systems whose values can be extremely different from each other. Moreover, the construction of identity cannot be separated from identity negotiation in which an individual seeks for the answer to the question, "who am I?" and for his/her relationship to the world (Norton, 1997). From the psychological perspective, cultural identity can be seen as an individual's self-concept deriving from his/her awareness of membership in a particular social group (Milville, Koonce, Darlington, & Whitlock, 2000). Campbell (2000) assumed cultural identity as a social construct and that the ability to move across cultural boundaries was an advantage rather than a disadvantage. With regard to ethnic identity theory, Parham (2001) examined the evolution of identity congruence in the context of social oppression primarily based on five nigrescence stages of Black identity. By examining the role of cultural identity and heritage language maintenance among 40 Korean-American university students in the United States, Lee (2002) explained that culture identity could be formed by "the complex configuration of one's awareness of one's own culture and a recognition of the social group to which one belongs in practice" (p. 118). In general, when individuals develop their identity, most of them move from a position of devaluing their oppressed identity to embracing a positive cultural self that integrates the new identity into a universal view.

2.2 L2 Learners' Identities toward Their Culture

L2 learning is not just a matter of code switching between two languages. Peirce (1995) argues that language is not a neutral medium of communication, language is not a neutral medium of communication, but is "understood with reference to its social meaning" (p. 13). Owing to different patterns of social structures and social ordering, in daily communicative events, L2 learners' concepts cannot be equally interpreted through a second language. Mitchell and Myles (1998) regard the language learning process as "essentially social" and also view the learner as essentially "a social being, whose identity is continually reconstructed through the processes of engagement with the L2" (p. xi). Learning English as a second (ESL) or foreign language (EFL) therefore is not simply a matter of code switching. Many aspects of learning a second or foreign language may be affected by the interpretive principles and paradigms in learners' natal culture (Hinkel, 1999). An individual's home cultural ideology derives from the society in which he or she lives and the reality he or she constructs. Using 85 Latin students in the United States as participants, Jiménez (2000) indicated that learners' bilingual language and literacy knowledge and their understanding of identity had noticeable influence on each other. The development of students' identity of their home and host cultures may foster interpersonal relationship (Jiménez, 2000). It may be concluded then that with self-identity received from learners' home culture, learners can confidently grasp pragmatic implications of the target language and probably make further progress in communicating through the target language.

2.3 Dichotomies of Self-identity - Self and the Other

The conception of self-identity is based on self-concept theory, which has always had a strong influence on the emerging profession of learning counseling. This theory focuses on describing the ways people organize and interpret their inner world of personal existence and emphasizes that self-consistency is a primary motive force in human behavior. The perspective held in this study is that during the process of searching for self-consistency, an individual may confront dichotomies of self-identity, that is, self and the other. The dichotomies have been widely discussed in the field of philosophy. For some sages, the definitions of self and the other are in a relative modality. For example, the German thinker, Hegel introduces the idea of the other as constituent in self-consciousness (William, 2007). For Lévinas (1985), "the other precisely reveals himself in his alterity not in a shock negating the I, but as primordial phenomenon of gentleness" (p. 150). Lévinas (1985) assumed that the other precedes self; the other was not predicted and could not be formed into an object of the self. The term, the other, has been studied in social sciences to understand the process by which societies and groups excluded others who do not fit into their societies. The conception of

otherness later integrated to understanding of identities.

L2 learners continuously encounter new linguistic information such as words, phrases and sentences when they are in a TL situation. They repeatedly decode and encode these new messages. To some degree, mother language and TL cannot be transferred in a word-by-word modality. L2 learning is more than a code-switching task; it involves gradual integration of learners' identity of their own culture and target language culture. In the sociocultural field, Star (1991) stated that identity was regarded as an ongoing conceptualization, especially when learning a second language, the learner's self or the other ideology is continuously reorganized and retransformed. An individual's sense of self and assumptions about the other "ultimately depend[s] upon one's embeddedness within a particular sociocultural milieu" (Rosaldo, 1984, p. 140).

At present, this study themed at a nonnative English speaker's utilizing English in a native English-speaking context. The situation was that the nonnative English-speaking learner viewed the pronoun *I* as true self when she used her mother language in her own mother cultural context whereas she regarded herself as an alien, the other, when she used a TL to identify herself in a foreign cultural context. In the past, considerably few studies focused on exploring L2 learners' dichotomized mental processes and how language learners rely on the self-and-the-other concept to explore the development of learners' pragmatic ability. The study first penetrated to the heart of identity problems language learners confronted in an English conversational context in the condition of a nonnative English speaker vs. a native English-speaking country. Second, the study explored how cultural identity and the negotiations of linguistic codes of the target and mother language interacted with each other; third, the study figured out how the participant's pragmatic awareness had been evoked. Finally, instructional suggestions based on the results were presented.

3. Methodology

The procedure of collecting data in this study adopted a qualitative phenomenology research model. According to Bogdan and Biklen (1992), phenomenology is "an attempt to understand the meaning of events and interactions of ordinary people in particular situations" (p. 34). Marshall and Rossman (1995) described phenomenology as the study of experiences and the ways in which the researchers weaved them together to develop a worldwide view. This autobiographical case study drew on the participant's personal experiences as an English as a foreign language (EFL) learner in her hometown, and as an international student in an English-speaking country. The experiences displayed a very profound and reflective consideration of her transition between the two linguistic systems, and what that entailed.

3.1 The Participant

The researcher invited a female international student from Taiwan as the participant. She finished her elementary, secondary and post-secondary schooling in Taiwan, where English was taught as a subject. She had no experience of staying in English speaking countries before she arrived in Canada. Her mother language was Chinese. When the study was conducted, she was at the age of 26 and had taken a Master program in a Canadian university for five months. The participant was identified by a pseudonym, Tracy.

3.2 Data Collection Procedure

In this study, the data were obtained through the participant's journal, face-to-face interviews and interview observations. Interviews were undertaken for a period of three months. There were fourteen interview meetings. The participant was requested to write a diary including her school activities and daily life in her community. The researcher and the participant met once a week for a two-hour talk. The interview was semi-structured with the researcher's inquiry about what she had written in her diary. For example, the researcher asked the participant about how she interpreted herself in English and Chinese, and her experience in using English to communicate with local native English speakers in the school setting and the community in Canada and her spontaneous reflections. To collect sufficient data and to allow for a cross-linguistic comparison, the researcher allowed the interviewee to use Chinese and English to make a sober reflection on her experience of learning English in Taiwan and using English in Canada. The journal and interview data in Chinese were translated.

4. Interpretation

The interpretation contained the findings and the discussion. The interpretation was divided in three facets: the participant's difficulties in expressing herself, the participant's lack of pragmatic knowledge, the participant's awareness of her natal cultural identity. The researcher considered that significance of the participant's reflections could be fully developed in a discourse rather in an isolated single sentence, so the excerpted data were presented in a paragraph.

4.1 The Participant's Difficulty in Expressing Herself

In the first interview, the researcher intended to get to know the process of the participant's identity construction after she arrived in Canada, so the researcher asked Tracy about how she called herself in English. From Tracy's response, the researcher explored her situation with an enlarged understanding of the complexities of an international student's

efforts to adjust to the local post secondary educational system in Canada. The confusion of her identity emerged as she began her Master's program in Canada and expanded with time. In the illustration, the participant feels confused about which social groups she belongs to:

After five months of taking the course here, I started to feel that living in between two countries is a struggle. Studying in an English-speaking country is not yet easy. I recently asked myself, 'Who am I?' I had a stronger conflict than I had expected. I was culturally isolated and felt overwhelmingly like an incomplete person. Worse than that, I belong to neither of the two cultural dimensions – Eastern or Western, or Chinese or English.

The following illustration show that in keeping her diary, Tracy felt confused about choosing the language she would use to write her reflections and worked hard come to terms with the shock of recognition of her own dichotomies - self and the other. She felt her "self" alive when her mental images could be transformed by her mother tongue either in written or spoken patterns. For Tracy, English is her public language with which she communicates for some official purpose; Mandarin instead is her private language by means of which can express her thoughts directly.

After arriving in Canada, I wanted to keep a diary. Making a decision is a supreme effort that reflects my dilemma: in what language do I write, Mandarin or English? For me, it is only by writing in Mandarin that I can set down my most spontaneous experiences and unpremeditated thoughts. Writing in English is like doing schoolwork, or performing in front of an audience. During the process of writing in English, I have to deliberately come up with the visible symbols. These words float in an uncertain space. They come up from a part of my brain where labels may be purposely manufactured but have no connection to my instincts, quick reactions, and knowledge.

In the interview that the participant said that to search for the sense of safety and reliability, she chose her mother language as a communicative tool to write down her true thoughts and emotions rather than an impersonal report written in a TL. This extract provided evidence for part of what Norton (1997) asserted definition of identity that "identity relates to desire for security and safety" (p.410). Through the use of mother language, the participant constructed her identity. The participant's condition is like the case in Schecter and Bayley's (1997) study of a Spanish family immigrating to the U.S.A. assumes that the maintenance and the speaking of Spanish demonstrates an important aspect of their sense of cultural identity.

The participant expressed that the expression of 'I' in English was not her true 'self' but a strange 'the other'. Even in the interview while she tried to elucidate the sources of such fragmentation, she also worked to acknowledge the varied ways in which the awareness of fragmentation contributed to modes of action that she might use to confront and to resist the separation of the self. The participant demonstrates dynamic and relative relationships between self and the other:

During the process of exposing myself in this English-speaking world, the English words, 'I', 'mine', and 'me' become oddly objective and impersonal. It exists in an abstract sphere and it is like a detached 'I' constructed from the other's point of view. For a while, the impersonal 'other', that is, the 'other' constructed with the North American culture, becomes part of me. When writing and speaking in English, 'I' seems so strange to me that I feel increasingly confused, 'Am I in the text?' It is a kind of schizophrenic 'I', distorted by a disconnected English linguistic symbol and an alien English pronunciation.

From the above-excepted data, identities can be symbolic performances generated by individual choice of practices in an unremittingly changing societal context (Faigley, 1994; McCarthy & Crichlow, 1993; Schecter & Bayley, 1997). The example of Tracy's choice of the language to express herself demonstrates her identity. Tracy's "I" defining decision-making is a way of symbol performance and keeps on changing according to the fluid situation. As Chao, et al. (2000) state, "somewhere in the midst of two worlds, two cultures, individuals voice the challenge, dilemmas, and celebrations of their ever changing identities" (p.189). From Tracy's remarks in the end of the illustration, it can be noted that identity can be a site of continuous struggle, arising from a multiplicity of situations and group memberships, and leading to the experience of multiple recognitions (Star, 1991). When L2 learners convey their views in the target language, they are not only exchanging linguistic information with target language partners but they are constantly constructing and reconstructing a "sense of who they are and how they relate to the social world" (Peirce, 1995, p. 18). Thus, L2 learners' views of the other and the world may constantly be changed while learning a new language or living in a new cultural community.

4.2 The Participant's Lack of Pragmatic Knowledge of English

In the interview, Tracy described a typical reading lesson she was taught in Taiwan. The course consisted of the teacher, with limited mutual discussion with students, requesting the students to read aloud an article in a textbook. Once in a while, the teacher might read the text aloud, or the students might be asked to repeat after each sentence recorded on the tape. In most cases, the meanings of unknown words were translated into Mandarin and the sentences containing the target words were then provided. There were sufficient exercises to practice the grammatical rules. She pointed out that

when she learned English, she seldom thought of any cultural issue related to English-speaking countries or her hometown. What she learned was just linguistic aspects of English, such as pronunciation, vocabulary, and grammar. However, everything turned to be quite different right after she came to Canada. She confronted the difficulties to have a conversation in English and to express her opinions in the class. With her own experience, she started to question the pedagogical aspects of English instruction in Taiwan such as the syllabus, the materials, and the methodology.

The interview data show that Tracy did feel astonished at her awkward situation in the host country. From her journal reflections, she described that in her hometown, after six years of learning English in public schools, she was to some degree trained well with the grammatical and vocabulary knowledge, but she was not able to incorporate such kind of knowledge properly. She thought she could not use English in her life and said she often misunderstood what people intended to convey in an oral context:

After I moved in the student family units, my neighbors always friendly greeted me with ‘How are you doing?’ At that time, I quite intuitively responded with the statement, ‘I am walking.’ In another predicament, I answered my friend’s greeting, ‘Hi, there.’ with a question ‘Where?’ In my memory, the structured greeting dialogue in my textbook which I learned in school was ‘A: How are you?’ and ‘B: Fine, thank you.’

From this extract of Tracy’s misunderstanding, pragmatic knowledge of English is important. In the interview, Tracy said she confused the meaning of “How are you doing?” with other expressions, “What are you doing?” “How do you do?” and “How are you?” Tracy explained that she never used these questions in an authentic conversational context and as a result she could not respond to the questions properly. She described that she learned English but had quite limited knowledge of using proper English in a right situation. In addition, Tracy’s response to another greeting, “Hi, there,” is the same problem confronted by the learner. The definitions of the word *there* can be various. It depends on the discourse context it embeds (Huang, 2007; Grundy, 2000; Levinson, 1983; Mey, 2001). From the pragmatic point of view, the participant can be short of knowledge related to this field. By pragmatics, Levinson (1983) means the study of language use and “the study of relations between language and context that are basic to an account of language understanding” (p. 21). This definition implies that understanding an utterance involves more than understanding words and grammatical structures; understanding also involves making inferences connecting what is said to what is mutually assumed or known, or to what has been said previously. What is meant by a particular sentence is not necessarily what a speaker literally means by that sentence in a particular context (Huang, 2007). There exists the gap between sentence meaning (what a sentence means in isolation) and speaker meaning (what a speaker means by a sentence).

In a daily conversation, Tracy expressed that she felt clumsy in expressing day-to-day notions that have always been taken for granted by native speakers, or just poorly performed English basic communicative functions. In addition, she said she was not good at productive skills and receptive strategies; was unable to negotiate meaning successfully; was not successful in relating English to context; and, in general, lacked communication competence. She even thought she did not receive suitable instruction of effective communication in English. Tracy’s illustration of her miscommunication is resonant with Kasper and Rose’s belief (2002) that to really learn the pragmatics of a new language, the learner has to “consciously attend to the complex interaction between language use and social context” (p. ix).

4.3 The Participant’s Awareness of Her Own Culture

From Tracy’s excerpt, it can be noted that acknowledging and confronting the separateness in herself is a frightening process, and the feeling had not become less frightening with time. In her Chinese diary, she stated her failure in English conversation and the translation was:

Owing to my lack of proficiency in conversing with native speakers in an immediate situation, I cannot recognize the greeting function of the sentences. I am so limited in my experience that I cannot communicate appropriately. I even keep silent in class and just talked with my friends who speak Mandarin.

In Tracy’s condition of learning English as a second language, her feeling of separation arose. Such feeling could result from the second language itself, “there is a type of ‘originary’ alienation that institutes every language as a language of the other: the impossible property of a language” (Derrida, 1998, p. 63). That is, every language is unique in its linguistic symbol and sequential organization; in particular social and environment due to the impossible property of a language, communication can become difficulty or even break down. Under such condition, miscommunication may cause separation, and accordingly separation may alienate Tracy from the host country. Furthermore, this alienation may cause her isolation and fragmentation when turning between two different linguistic worlds. The incompatibility in behaviour, attitudes, and values between ethnic and the mainstream cultures may cause psychological stress (Berry et al., 1987; de Domanico et al., 1994). With the origin of natal culture, Tracy could not assimilate herself with the host culture and consequently suffered the sense of separation and alienation.

After one month of interview, the researcher found that Tracy continually made the effort to negotiate a sense of self

across different sites. In the journal illustration, Tracy expressed that she was increasingly aware that living in the English context seemed to be a kind of uprooted transplanting which threatened the existence of her self-identity.

‘I am [Tracy]. I am from Taiwan.’ This is a short English self-introduction I give in the first class in each course. Initially, I have no feeling with such linkage of ‘I’ and myself. I feel lost.

At the last two meetings, Tracy’s new identity appeared and this showed that Tracy came to the final stage like what Parham (2001) stated. Parham (2001) identified the stages as a procedure of how the black move from a position of devaluing their oppressed identity to embracing a positive perception of self. In this study, Tracy’s new identity integrated her host culture identity into a universal view – the combination of self and the other as a physical person.

However, at present my culture identity is one of the most significant indicators of who I am and what I believe in. Now the identity I share with my friends from my hometown allows me to discover my cultural roots. I understand that I do not own ‘nothing.’ I still have something in my mind – my past experiences and background knowledge about the world built in Mandarin in the past thirty years. In Canada, I shared my cultural roots with other Taiwanese students. When I was with them, the identity I shared with them made me feel more confident.

At the last meeting, the researcher asked the participant, “How about your life in Canada now?” The participant expressed:

I like to share everything in my hometown with my friends, those who speak English. I used English to tell them the activities and the food in some holidays. Then, I listened to their holidays and tried to understand what they are.

The finding of the illustration shows that the participant built up her confidence on the foundation of her natal cultural background knowledge. It is possible that when using a target language, learners need to have something to rely on, but are not radically oppressed to fit into a host culture (Peirce, 1995). As the interview reflection demonstrated, Tracy’s natal cultural identity rebuilt Tracy’s confident attitude toward her English ability. The finding suggests that it is Tracy’s identity toward her own culture that she can confidently take action with to adapt herself to the new environment. The illustration demonstrates that the participant confirmed the importance of her natal cultural identity:

The natal cultural identity bonds me together with people in my hometown and strengthens my mind to face my problem of using English to talk. I can talk in English better though it is not so good.

Consistent with what Milville et al. (2000) and Lee (2002) have mentioned, the participant derived from her awareness of membership in a particular social group to which she belonged and thus evoked her mother culture identity. Identifying her culture can be an advantage that the participant can cross the cultural boundaries (Campbell, 2000). Furthermore, Tracy found that her cultural identity was one of the most significant indicators of who she really is and what she actually believes in. At the same time, this identity strengthened her to face the struggle and the dichotomy between self and the other in her mind. She therefore noticed that L2 learners could hardly be learned or instructed well without drawing on the culture of the community in which it was used.

The findings of the study suggest that learners’ culture identity plays an essential role in L2 learning, especially in developing oral communicative skills. “Culture and language are inseparable” (Hinkel, 1999, p. 6). Understanding the culture of the text can be essential to successful second language learning (Tseng, 2002). Byram (1991) specified that the analysis of structural, sociological and cultural aspects of language enhanced the language awareness component of learning and contributes directly to learners’ awareness of language and proficiency as a whole. When learning a new language, learners can consult from their knowledge base constructed in first language. “The language awareness component would draw conscious attention to the similarities with and differences from the learner’s first language” (Byram, 1991, p. 23). Thus, second or foreign language teaching cannot be separated from the awareness of differences between the home and target culture. Making L2 learners aware of their own culture may enhance second language learning.

In summary, the interview data display the stages of the participant’s involvement in searching for cultural identity consistency (see Figure 1). Through the autobiographical examination, the contradictions within the participant herself that are the result of a dichotomy between self and the other are revealed. In this study, it supposes that an FL learner’s expression of “I” in Chinese can be viewed as her true self; her expression of “I” in English is not the learner’s true self but “the other” with a strange sense. With the exploration of the participant’s experience in a new context, she then detects her changing perspectives about herself in the public and private worlds as a foreigner in Canada. Her feelings of separation and alienation from herself, as a result of needing to function in English in Canada, also gain an insight into L2 learners’ problems in using English. Finally, her awareness of cultural identity strengthens her mind to take action in adapting herself to the new environment. The participant’s newly activated awareness of cultural identity can be viewed as a support to assist her to overcome her difficulties that she confronted when she studied abroad. Such awareness of

cultural identity also offers an explanation of how to improve the participant's attitude toward using English, especially when he/she faces difficulties in communication.

[Figure 1 near here.]

5. Instructional Suggestions

In general, the results of the study show that whenever L2 learners use the target language, they are continuously construct and reconstruct a sense of who they are and how they are connected with the social community. The results also demonstrate that the sense of safety and security originated from learners' home cultural identity ensures learners confidence in using the target language. We as language professionals should pay attention to this process and facilitate learners' pragmatic knowledge of the target language and their home cultural identity.

5.1 Educating L2 Learners with Pragmatic Knowledge of Target Language

Dated back to 1970s, Widdowson (1978) made a precautionary statement that EFL learners easily fall into a predicament if they have learned a large number of sentence patterns and a large number of words without knowing how they are put for an effective communicative use. In this study, Tracy's remarks show that EFL teaching materials primarily focuses on practicing linguistic or grammatical matters, such as isolated vocabulary, phrases, sentences, and structured dialogues. For the past twenty years some EFL instructors have attached a growing importance to communicative functions of language learning. However, the teaching of those functions is still underdeveloped in relation to the linguistic content in English education in Taiwan. To ensure effective communication, the learner should be instructed with pragmatic knowledge of the target language. Huth (2006) synthesized earlier cross-cultural pragmatics research and mentioned that L2 learners tend to transfer their native pragmatic knowledge when they use the target language. Some educational scholars and researchers recommended language professionals teach L2 pragmatics in language classroom (Kasper, 1997; Rose & Kasper, 2001; Taleghani-Nikazm, 2002; Wong, 2002). In addition to the forms and meanings of the target language itself, what the learner needs to learn is a connection between language and context; that is, how the target language is used properly in different contexts. The book edited by Hinkel (1999) proposed a set of instructional activities to help language professionals to foster L2 students' English pragmatic competence.

5.2 Capitalizing on L2 Learners' Home Cultural Identity

L2 curriculum should pay attention to cultivate learners' mother cultural identities. Learners' cultural competence should be developed in the EFL curriculum since the extracts in this study demonstrated learners' natal culture is essential to successful language learning. The traditional mandate of most ESL/EFL teachers is to teach English by acquainting their students with aspects of TL culture. However, learning about TL culture is not sufficient. Learners' identity toward their home culture should also be activated. From this study, the participant's autographical description and the viewpoints indicated in earlier research support that developing an awareness and appreciation of learners' home culture may improve their chances of achieving a reasonable measure of success in learning English (Pierce, 1995; Hinkel, 1999; Jiménez, 2000).

Thus, "[c]lassroom environment [should] allow and encourage students to recognize their own culture" (Tseng, 2002, p. 15). The suggestion is that in addition to the material topic related to TL culture, the instructor use course material congruent with the students' mother language cultural background. By doing this, the instructor can establish a connection between students' home cultural knowledge and their English. The instructor may choose the topics linked with the students' mother cultural background, like local celebrities, locations, buildings, cuisine, festivals and holidays. Through this material, students learn about their home culture in English and also construct their cultural identity.

6. Conclusion

This is a case study and the limitation is that the findings cannot be generalized. The discussion cannot lead to proscriptive recommendations for general pedagogical directions. However, this autobiographic study sketched out the connection between pragmatics and cultural identity. The findings shed light on an initial understanding of the process of L2 literacy and identity construction in L2 learning. However, excerpts from the interview and the diary are not enough space to fully clarify how and through what resources identities are assembled. Preliminary analysis suggests a productive area for further study. First, further qualitative research may explore the resources for learners to assemble their cultural identities. Second, quantitative research needs to be conducted to examine the effects of learners' cultural identities on pragmatic-based instruction. Third, the participants' identification of Self and the other in interpreting themselves in English can be further examined in the future. Future research may investigate the impact of the degree of participants' identification of Self and the other on learners' achievement in English speaking and writing.

Through the case study, the researcher realizes that learning a second or foreign language involves much more than being able to understand the sounds, grammar, and vocabulary of the target language; it also involves the ability to

comprehend and use the language in real communication. The curriculum for L2 learning can benefit from the inclusion of fostering learners' pragmatic component to use English properly in listening, speaking, reading and writing.

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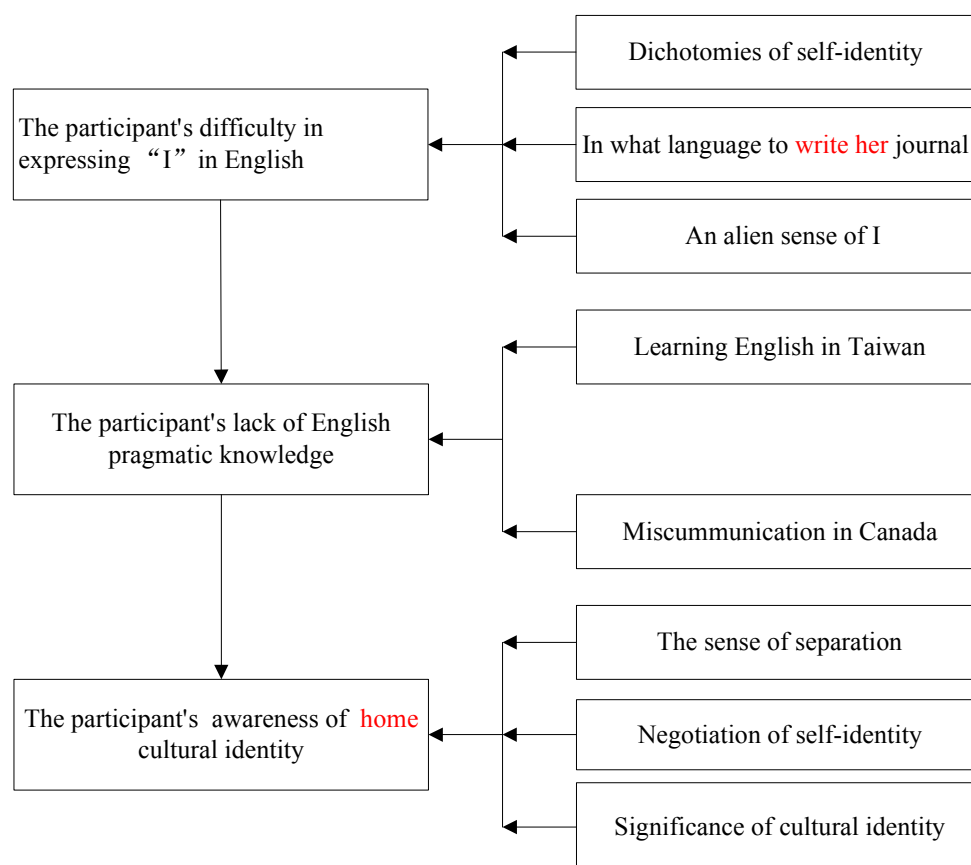


Figure 1. The stages of the participant's searching for cultural identity



To Construct Jinzhou as a Secondary Provincial Center City --- Another Alternative of the Regional Economic Development Model in Liaoning Province

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Abstract

Regionalization is one of important trends in the development of the world economy. Its development path and development goal are gradually becoming a hot issue concerned and studied by governments of all countries. Construction of a secondary provincial center city has been a new concept in recent years, and also a significant approach to the development of regional economy. Liaoning Province should further search for a new strategy to balance economy of the whole province and expand space for economic escalation in western Liaoning area when maintaining the old economic development strategy. Jinzhou has advantages and foundation for a center city in western Liaoning, and it can be built as secondary provincial center city so as to cooperatively contribute to the development of economy in Liaoning. Meanwhile, it is also of great value to the region of the Bohai Sea and to the national defense security.

Keywords: Secondary provincial center city, Jinzhou, Regional economy, Urban Development, Economy in Liaoning

In addition to globalization, there is another important trend in the development of world economy, that is, regionalization. The development path and development goal of a region has been more and more becoming a hot issue concerned and studied by government of all countries. The strategies of “priority development of eastern China, large-scale development of the western region, plucking up the old industrial base in Northeast China, and rise of central China”, and strategies of “Coastal development in ‘Five Points, One Line’, City cluster in central Liaoning, and breakthrough of Northwest Liaoning” all reflect the strategical development thought. The author of this article believes that in the strategy of large region development, attention should be paid to cultivation of lots of center city and secondary center city in all regions, so as to make them the growth pole of development. Development of the growth pole can drive and lead development of surrounding regions so as to realize overall revitalization of the economy. City economy is the core of regional economy development. Within a developed regional economy system, there should be one or more center cities, which play a vanguard role, leading role and radiation role in the development of regional economy. Their strong cohesive force and radiometric force may well drive and promote rapid development of the economic region. Therefore, to construct a secondary provincial center city within a province is an effective approach to the development of regional economy and escalation of overall power of the whole province.

1.

The so-called center city refers to the city which occupies a core position and plays a leading role in the city system. Center cities can be classified into four types. The first type refers to those national center cities having international influences, which play a significant pivotal role in the national economic activities. In China, only Beijing and Shanghai are qualified for this type of center cities. The second type refers to those regional center cities having transprovincial influences, which play a significant backbone role in regional economic activities (such as provincial economic zone), and which can drive development of surrounding provinces and regions, such as Wuhan, Tianjin and Shengyang, etc. The third type refers to those provincial center cities, which assume the function of economic center within the province, and which are generally provincial capital cities and industrial and mining cities, port cities and economically developed cities. The fourth type refers to those center cities within a province, and which assume a core and driving function of

economic development in part of regions within the province, such as Xuzhou, Ningbo and Xiamen, etc. In view of other provinces and cities, quite a large number of them have already constructed secondary provincial center cities, which can construct regions of economic development together with the center city so as to drive development of economy within the province, even within the region.

The so-called secondary provincial center city has the following several meanings. Firstly, it is a regional concept, so the regulation of administrative division should be broken through so as to make this city an important city within the region. Secondly, it should have abundant economic power and potential development space. Thirdly, it should be irreplaceable within the region. Fourthly, it should be a political, cultural and transportation center within the region.

Research and practice of secondary provincial center city started earlier several years ago in China, especially in Hubei Province. In 2002, Qin Zunwen, the proposer of this concept, studied on this concept and recommended Hubei to give up “One major and five particular”, focus on construction of one or two center cities which play a driving and influential role in economy of the whole province, and concentrate on construction of “One major and two secondary” (One major refers to Wuhan, and two secondary refers to Xiangfan and Yichang). Afterwards, this recommendation got recognition from the Provincial Party Committee and government, and the goal of accelerating development of the secondary provincial center city was proposed definitely in the Congress of Party Representatives of Hubei Province in 2007. Besides, such cities as Yichang in Hubei, Wuhu in Anhui, Ganzhou in Jiangxi, Luoyang in Henan and Xuzhou in Jiangsu, etc, all gradually began to construct their secondary provincial center cities for assuming the heavy burden of developing the region and coordinating the whole province.

Liaoning is now trying to build Shenyang Economic Region constituted by Shenyang as the center and other seven surrounding cities, which will drive rapid development of middle Liaoning region. However, western Liaoning may be developed relatively slowly, and even lag behind in the future, which will cause aggravated imbalance of economic development of the whole province, and even affect its overall development and the harmony and stability of the society. In Liaoning, development of western Liaoning region lags behind, and drags its economic development slow. So if economy in western Liaoning region gets developed, then economy of the whole province will be developed to a great extent. Flourish of western Liaoning, and then flourish of Liaoning; A powerful western Liaoning, and then a powerful Liaoning Province. Although the Provincial Party Committee and Government has realized this fact and has formulated the strategy of “breakthrough of northwest of Liaoning Province”, it’s a pity that this strategy has been implemented merely in Chaoyang, Fuxin and Tieling. Other cities in western Liaoning, especially Jinzhou, are inclined to be marginalized. It’s true that Jinzhou is included in the “Five Points One Line” strategy, but mere development of Jinzhou Port is far from driving the overall economic development in western Liaoning. Therefore, it is necessary for Liaoning Province to build Jinzhou into a secondary provincial center city and to promote economic development of western Liaoning. That is, to establish an economic region in western Liaoning with Jinzhou being the center, so as to realize the development pattern of Grand Trine in the economy in Liaoning Province, namely, trine of Shen (yang), Da (lian) and Jin (zhou). There will appear in the whole province a development pattern of “One Part and Two Wings”, in which Shenyang economic zone is the principal part and Liaotung Peninsula (Dalian being the center) and western Liaoning economic zone (Jinzhou being the center) are two wings.

The development potential and space for escalation in the future in Liaoning lies in western Liaoning. Furthermore, Jinzhou is second to none in western Liaoning, and has predominant conditions. Flourish of Jinzhou, and flourish of western Liaoning, and then flourish of Liaoning. In western Liaoning, it is only Jinzhou that has had and is likely to have conditions to be a bellwether of a center city. Hence, Jinzhou can be built into a secondary provincial center city, so as to fully play its advantages, drive economic development in western Liaoning and, furthermore, promote the overall improvement of economy in Liaoning Province.

2.

It is theoretically supported to select Jinzhou to be built into a secondary provincial center city, which has the following theoretical requirements for a secondary provincial center city.

2.1 A secondary provincial center city should be a city with influential force and driving force.

Geographical position of Jinzhou determines the influential force and driving force it should have. Some scholars believe that regional economic development should eradicate constraints of geographical conditions. However, this doesn’t imply that significance of geographical conditions is not as it should be, because factors of geographical conditions have great impacts on development of a city in the future to a great extent. Significance of geographical conditions lies in the fact that they determine whether and how a city and even a region can be developed. It is true that to realize integration of regional economics should eliminate the administrative division system. However, influences of geographical conditions should be taken into consideration for development of regional economy. As a large province with a solid industrial foundation, Liaoning should take the lead in realizing within the whole country the goal of industrialization and informationization proposed in the Report at the 17th National Party Congress. Liaoning has this

advantage. To promote urbanization with industrialization and to promote modernization with urbanization, which is a path we are taking or will take in the future.

2.2 A secondary provincial center city cannot be too close to or too deflective from the major center city.

Too close distance means it is difficult to have its own independent scope of control, which is exactly the precondition for establishment of a secondary provincial center city. Study by some scholars indicates that the optimal distance between a center city and a secondary center city is above 300 kilometers. For instance, although Huangshi in Hubei and Luoyang in Henan have a powerful economic strengthen, they are actually incorporated into the economic circles of their major center cities just because they are too close to them. Anshan and Fushun in Liaoning are both cities with good conditions, but likewise, they are unlikely to be built into secondary provincial center cities. Of course, a secondary provincial center city should not be too deflective, and its physical features cannot be too rugged. Otherwise, it will be far away from the vital transportation line, its city scope will be restricted, without space for development. As a consequence, there will be great difficulty for it to drive development of its surrounding regions, such as Zhangjiagang in Hebei and Chaoyang and Fuxin in Liaoning.

2.3 A secondary provincial center city should have a strong economic strength and a large population.

According to statistics by scholars, economic aggregate of a genuine secondary center city should not be lower than 50 billion Yuan (in 2005), and simultaneously have comparative advantages over its surrounding cities. Otherwise, radiative force of this center will not get strong enough, and it will be difficult for it to be built into a secondary center city, let alone promoting development of this region. Besides, the size of population is also one of indicators to measure local economic strength, which can reflect the economic vigor of this city. Among the five cities in western Liaoning (Jinzhou, Huludao, Fuxin, Chaoyang & Panjin), Jinzhou ranks the first in terms of the comprehensive strength (See Table 1). It is obvious that the economic aggregate of Panjin exceeds 50 billion Yuan, but the growth extent and potential is not such great. Growth extent of Chaoyang is obvious, but its economic aggregate is small. At the same time, given such factors as traffic and prospective development of the city, only Jinzhou is likely to be built into a secondary provincial center city.

Insert Table 1 Here

3.

Practically speaking, Jinzhou has many obvious advantages among the many cities in western Liaoning, and is equipped with fundamental conditions, so it can be constructed into a secondary provincial center city and drive economic development of western Liaoning.

3.1 Jinzhou has an appropriate geographical position, a flourishing harbour trade and obvious transportation advantages.

Jinzhou has a competitive geographical position and its location advantages are unique. It is located in the east of "Liaoxi corridor", and is a transport hub which connects the Northeast and North China. Jinzhou is located in the stronghold inside and outside Shanhai Pass, an important port city in Bohai Rim, the most convenient marine outfall of eastern Inner Mongol and western part of Northeast, and is a key part of coastal economic pattern in "Five Points, One Line" of the province. Beijing-Harbin Railway, Qinhuangdao-Shenyang Railway passenger special line, Beijing-Harbin Highway and Beijing-Shenyang Expressway traverse across Jinzhou. Jinzhou-Fuxin, Jinzhou-Chaoyang Expressway and NO. 102 National Highway makes Jinzhou and its surrounding cities "One hour city cluster". Jinzhou Port is the northmost commercial port of China coastal area, and has ranked among the top twenty in China ports. It is true that the Provincial Party Committee and Government have made the plan to develop Jinzhou Gulf, put emphasis on construction of Jinzhou grand harbour as a breakthrough, made construction of national petroleum chemical processing and storage base a breakthrough point, made a growth pole escalation of overall level in the economic and technical development zone and construction of Linghai industrial and economic belt, largely developed economy adjacent to the ports and marine economy, upgraded primacy ratio of center cities, and tried to realize Jinzhou's taking the lead in breaking through, driving and serving coastal economic region of western Liaoning. However, this is not enough, because development of Jinzhou should not only drive coastal development, but should promote development of the whole western Liaoning region. Therefore, it is necessary to bring development of Jinzhou into a greater developmental strategy for investigation. Jinzhou should be endowed with more roles for full play.

Jinzhou is located in the middle of coastal economic zone of western Liaoning, and within the "One hour traffic circle" together with other surrounding cities. Jinzhou airport is the only civil aviation airport that attains the national standard of 4C Level in western Liaoning, and is accessible to any city in the country. Competitive geographical position and developed steric transport system of navy, army and air force strengthen its influences and economic and cultural radiometric force to a great degree, and also lay a natural foundation for construction of regional center city and modern logistics center city in Jinzhou.

3.2 Its economic strength is prominent and its industrial foundation is solid.

Among the many cities in western Liaoning, economic power of Jinzhou ranks uncontrovertibly the top. In recent years, its economy grows rapidly, and has been preliminarily equipped with conditions for construction of the secondary provincial center city.

In 2005, the national economy grew rapidly, and economic aggregate stepped onto a new stage. A total output value of 38.47 billion Yuan was achieved in the whole city, which increased by 16.5% compared with the former year if calculated at comparable price. Added value of primary industry was 8.81 billion Yuan, which increased by 3.3%, that of secondary industry 14.76 billion Yuan, which increased 20.1%, and that of tertiary industry 14.9 billion Yuan, which increased by 22.5%. In the tertiary industry, wholesale trade, retail trade and catering industry increased 13.2%, and other service trades increased by 19.7%. The tertiary industrial structures were adjusted respectively from 26.4, 36.1, 37.5 last year to 22.9, 38.4 38.7 this year. GDP per Capita reached 12,486 Yuan, which increased by 16.4% if calculated at comparable price.

In 2006, a total regional output value (GDP) of 46.32 billion Yuan was achieved in the whole city, which ranked the fifth in the province and which increased by 16.2% if calculated at comparable price, with an increment speed ranking the sixth in the province. Added value of primary industry was 9.43 billion Yuan, which increased by 7.0%, that of secondary industry 18.25 billion Yuan, which increased 21.1%, among which industrial added value was 16.20 billion Yuan which increased by 21.4%, and that of tertiary industry 18.64 billion Yuan, which increased by 16.9%. Ratio of added value of the tertiary industries was 20.4:39.4:40.2. Contribution rate of the tertiary industries to GDP were respectively 10.1%, 47.7% and 42.2%, which respectively pulled the economic growth percentage point of 1.6, 7.7 and 6.9. Industrial contribution rate was 42.3%, which pulled the economic growth percentage point of 6.8. Per Capita production value attained 15,003 Yuan.

In 2007, a total production value of 55.19 billion Yuan was achieved in the city, which increased by 15.1% compared with the previous year. Investment in fixed assets in the whole society achieved 16.76 billion Yuan, which increased by 37.7%. Foreign exchange through export attained \$ 900 million, which increased by 37.3%. Urban per capita disposable income was 12,010 Yuan, which increased by 20.3% compared with the previous year. Rural per capita net income was 5,048 Yuan, which increased by 21.2%.

In 2008, a total production value of 69.04 billion Yuan was achieved in the city. Urban per capita disposable income was 13,6925 Yuan, which increased by 16.3% compared with the previous year and rural per capita net income was 6,0894 Yuan, which increased by 20.6%.

Jinzhou is one of the important industrial cities in China, and has a solid industrial foundation. Many "China firsts" were born here in Jinzhou, such as the first transistor in China and the first electro-bombardment furnace, etc. Jinzhou has stood first in construction of old industrial bases in Northeast. A solid industrial foundation is formed in Jinzhou with petroleum, chemical engineering and mechanical electronics industry as the subjects. A batch of large-scale enterprises are located in Jinzhou, such as Jinzhou Eastern Power Co., LTD and Panzhihua Titanium Industry Co., LTD. In Jinzhou economic and technical development zone and Jinzhou high and new technology industrial development zone, a large number of innovative and high technology leading enterprises are developed in explosion into competitive new enterprises. For the time being, Jinzhou is speeding up construction of the major six industrial production bases with fine chemistry industry and welding material being the focal points, etc. Jinzhou has become the biggest production base of monocrystal silicon used in solar battery, and has the four major newly born industries, such as new material, auto parts and components, etc. Production value of photovoltaic industry achieved approximately 3 billion Yuan in 2008 and it is predicted that by the year 2012, the value will surpass 30 billion Yuan. A relatively complete photovoltaic industry chain has already been formed, and a situation of goingtoscale, intensification and aggregation emerges. The photovoltaic industry has become a new growth point in revitalization of industry and rapid development in Jinzhou.

3.3 Catalytic action of development o "Five Points, One Line"

"Five Points, One Line" development is a significant development strategy in development of coastland in Liaoning Province. This strategy has been implemented not for long, but Jinzhou has benefited a lot. The new appearance of its economic strength makes its scale enlarged and lays the foundation for construction of the secondary provincial center city. Implementation of the strategy of "Five Points One Line" is a new breakthrough for revitalization and development of Jinzhou. The future developmental goal of Jinzhou is closely associated with the strategy, and Jinzhou will be transferred from an inland city into a coastal port city. Excavating Nanshan Tunnel, constructing Bohai Highway, and connecting the Port with the old town into one whole will make Jinzhou a new coastal city. Meanwhile, the implementation of the "Five Points One Line" strategy promotes investment in Jinzhou, accelerates the process of industrialization and urbanization, and improves its opening to the outside world. Such broad developmental space as West Sea International Industrial Park has obvious late-development advantages. At present, some enterprises, such as

photovoltaic industry, chemical industry and auto parts and components, have already successively entered the Industrial Park. Citic Co., Ltd has also been classified into the Tanghe River Sub-industrial Park of the development and opening up area of "Five Points One Line" strategy. With overall proceeding of developing Jinzhou Gulf and the effort of the entire city to blend into the proceeding of Jinzhou Gulf development, a good interaction situation has appeared in coastal area and inland area, which will necessarily escalate influences of Jinzhou in the world.

3.4 Requirements and environment of development of Bohai Sea

After Pearl River Delta and Yangtze River Delta, China has regarded Bohai economic rim as the third economic growth pole to reinforce its development strength and policy support. Bohai Sea Gulf with Binhai New Area in Tianjin being the center has preliminarily manifested a good developmental situation, and is "an organic whole" of Bohai economic rim. Coastal area of western Liaoning with Jinzhou Gulf being the center actually is located within Bohai economic rim, and is "one wing" of the economic rim. Therefore, development of western Liaoning area behoves to be integrated into the great development strategy of Bohai Sea, and will make it possible for Jinzhou to be developed better and more rapidly and to set up and strengthen its central status in western Liaoning. Likewise, development of Bohai Sea calls for balanced development, and should try to avoid any imbalanced regional development. Therefore, the fast rise of coastal area in western Liaoning is required with Jinzhou being the center, so as to contribute to development of Bohai Sea, and become the strong "one wing" in the "One subject two wings" of Bohai economic rim. Under such a circumstance, it is likely that Jinzhou, as the center city, can and should assume the heavy burden of developing economy in western Liaoning, so that the economic zone of western Liaoning can be formed. At the time when obeying the large developmental strategy of the nation, Jinzhou should also drive the regional economic development and finally realize balanced development of the economy in Liaoning Province. In the future several years, it will be a basic pattern of economic development that there are small economic circles within large economic circles and that large cities and medium-sized cities play a leading role respectively as a central point.

3.5 Construction of urban infrastructure has had a definite scale and there is a large population.

Urban and rural environmental construction is progressing each single day. The step of south expanding is speeding up, and the ten south expanding projects are completed in succession, including Bohai Highway, Nanshan afforestation, Municipal Government Plaza, Experimental School, NO.3 Hospital, and Nu'er River Park, etc. The framework of the city has gradually taken its form. Such projects are successfully completed as the first stage of East Lake Forest Park, the Third Track Rubber Dam of Xiaolinghe River, and Yunfeinan Street Nu'er River Bridge, etc. Reconstruction of the old town and major construction projects are being successfully proceeded. The development pattern of the city is further improved, and the following projects are completed, including adjustment of overall city planning, conceptual planning of Songshan New Zone, and regulatory planning of Xiaolinghe River and Nu'er River. Sixteen primary and secondary roads are constructed, repaired and widened, such as Nanjing Road, and a batch of projects is successfully completed, such as Hankou Street rail and highway overpass, Jinzhou Highway passenger transport center station, etc. 293 urban highways are newly constructed, widened and modified; road of feeling about in the dark have almost been eliminated in the main urban zone; non-property residential areas get thoroughly regularized; the permanent mechanism of urban management has been gradually formed; a batch of key urban construction projects are built and put into service, such as sewage and harmless rubbish treatment plant, etc.

Urban managerial level is increasingly improved. Wire management is implemented in 64 streets and roads managed by the city. Assessment mechanism of permanent management in the professional sanitation team is gradually improved, and sanitation & cleaning spreads to the community step by step. Air quality of the urban district achieves the national secondary level during 85% of the time.

Among cities in western Liaoning, the population of Jinzhou ranks the top ones. By the year 2008, the total population of the whole city had reached 3.09 million, while at the same period of time, the population of Fuxin was 1.93 million, that of Panjin 1.282 million, that of Chaoyang 3.402 million and that of Huludao 2.787 million. A large population creates a competitive space for the development of the city, which is fundamentally in accordance with requirements of the construction of a secondary provincial center city.

3.6 Advantages in science, education, trade and business are prominent.

Jinzhou has a solid educational, scientific and technical foundation. There are presently six colleges of higher learning and 25 scientific research institutions, with approximately 130 thousand professionals and technicals, and its educational and scientific research power ranks the third in the whole province. Jinzhou has ranked the 40th among the top 50 cities in terms of comprehensive power in China, which provides human resource basis, intelligent support and technical support for its construction as a secondary provincial center city. Its service radius of commercial trade and logistics covers about 400 thousand square kilometers of western Northeast and eastern Inner Mongol, so it is a distributing center for important goods and materials inside and outside Shanhai Pass. Construction pace of its commercial center is accelerated, and its total retail sales of consumer goods achieves 18.52 billion Yuan, which

increases by 17.4% compared with the previous year. Its investment environment is increasingly optimized, and awarded as “The top hundred cities with best investment environment in China” and “A new financial and ecology city with the best investment value in China”, etc. The construction and development of its commercial center speeds up, and its regional radiation function is further strengthened.

3.7 Jinzhou has a long history of culture.

Jinzhou has a long history of over two thousand years, rich in cultural heritage, abundant in cultural relics and historic sites within the border, and profound cultural deposits required in development of a modern city. At the same time, Jinzhou was the provincial capital of the original Liaoxi Province in the history, so it has fundamental conditions and historical traditions for a center city.

4.

Construction of the secondary provincial center city is a systematic and complicated project, which can be thought and carried out from the following several aspects.

4.1 The Provincial Party Committee and Government is suggested to position Jinzhou properly, and to give policy support so as to further strive for recognition of the country.

Meanwhile, a leading group should be established to construct the secondary provincial center city to be especially responsible for relevant affairs of development plan of secondary provincial center city, and to execute functions of supervision. The Provincial Party Committee and Government Jinzhou Municipal Party Committee and Government should coordinate closely and work out together long-term development plan of the construction of the secondary provincial center city.

4.2 To grasp the opportunity and to enlarge Jinzhou's scale.

For the time being, the whole world is at the period of financial crisis, and China takes significant measures of enlarging internal demands and strengthening infrastructure. The State Council decides to furnish funds of 4000 trillion Yuan, and Liaoning will invest 1.3 trillion Yuan to drive economic growth next year. Considering only investment made in Liaoning Province, most has been applied to constructing significant infrastructure project, developing service industry and county town economy. Jinzhou should grasp this opportunity, make a program, and try to settle capital and projects in Jinzhou so as to develop and expand Jinzhou. Although a part of Bohai Rim, Jinzhou develops slowly, and, furthermore, the country seems to lose balance in its development and investment. Therefore, Jinzhou should take the initiative to strive for the national investment from the perspective of balanced development of Bohai region.

4.3 Acceleration of the industrialization process is the central task.

To reinforce infrastructure construction in the city, to enlarge its framework, to create the best in the city, and to build Jinzhou into a template city of the “two-type society” (resource saving and environmentally friendly) and “two-ization society” (industrialization and informationization). Jinzhou should strengthen its infrastructure construction, pay attention to improvement of transportation and communications and effective hydroelec guarantee, etc. To build Jinzhou into a ligament that connects Shenyang and Tianjin is a window for external communication of western Liaoning. In terms of industrial pattern, we should take into consideration both requirement of local development and development of Bohai Sea area, as well as its role in military value and national defense and security.

4.4 Port construction should be greatly promoted in accordance with practical characteristics of Jinzhou.

At present, development of Jinzhou Port should proceed as an assistant port of Tianjin Port, coordinate with development of Tianjin, and its connection with Tianjin should be strengthened, which comply with requirements of developmental strategy in Bohai Sea. Capital and projects strived for from the country should be primarily applied into the port construction. Development of Jinzhou Port can resort to development experiences of Tianjin Port and Dalian Port. Different from Tianjin and Dalian, there is no need for Jinzhou to be built into a financial and trade center, but should be strengthened in its competitive industries according to its features, so as to build petrochemical industrial base and ship manufacturing base. Construction of Jinzhou Port should be reinforced so as to become another new marine outfall in Northeast China. Jinzhou Port should have its civilian use at a peaceful period and military use at a war period.

4.5 Jinzhou should play its advantages, and take ship manufacturing as its major brand.

Development of ship manufacturing may promote swift development of machine building industry and equipment industry not only in western Liaoning but also in Shenyang, simultaneously resolve employment issue, mitigate social contradictions and promote social stability. With increasing shortage of land resources, exploration of ocean resources is imperative. Developmental concentration of China is ocean, so China should be developed into a powerful ocean country. To develop ship manufacturing, to exploit ocean resources, to march towards the ocean, to upgrade comprehensive strength of China and to construct China into an ocean power. Abundant conditions in Jinzhou may

enable Jinzhou to be well developed as a center city in western Liaoning and to be significantly constructed as a navy base. Army and common people in Jinzhou should work together to expand and make strong its ship building industry.

Ship building can be applied both into civilian and military aspects. As a port of Bohai Sea of Chinese inland sea, development of ship building in Jinzhou cannot only encourage development of the regional economy, but can also reinforce the national defense power, and contribute to development of a powerful navy.

4.6 The relationship between Jinzhou and the center city Shenyang is “monitor” and “vice-monitor”, and the joint between their industries should be well finished.

Jinzhou should take its initiative in the communication with Shenyang in terms of industrial pattern, coordinate actively and form industrial complementation and optimum development. At the time when Jinzhou has become the “relay station” of Shenyang center city, it should also play its role of main force as a center city in western Liaoning. In terms of industrial pattern, such civilian and military competitive industries as mechanical industry, chemical industry and ship building industry should be developed as key targets for building of a new coastal Jinzhou. At the time when Jinzhou strengthens its port construction, it should also attach great importance to development of new types of port-vicinity industries, and concentrate on exploitation of industries related to ocean, such as oversea shipping trade, fishing industry, offshore farming industry and oversea capture fisheries, etc. Meanwhile, Jinzhou should enlarge its reconnaissance of continental shelf and exploitation of resources, and search for new resources for sustainable development of its economy. Smallware distributing bases should be built continually, which can become center of service industry in western Liaoning. Jinzhou should attach great importance to farm production reserve and further processing of provisions, and make full use of its port advantages for being a base for sale of f exported farm products, such as foodstuff, which also has great significance to combat preparation of national defense.

4.7 Significance of construction of secondary provincial center city should be fully recognized, so as to transform developmental thought and replace inland sentiment with an ocean culture.

To strengthen city construction with Jinzhou Gulf as the core, and to complete gorgeous transition of the city. Jinzhou should take the initiative to build a cooperative and negotiative platform with other cities in western Liaoning, discuss together overall developmental strategy of western Liaoning and learn from successful experiences of Shenyang Economic Zone. Relevant experts and scholars should be organized to provide their recommendations for the construction of the secondary provincial center city and make its normalization realized. Meanwhile, experiences of advanced provinces in their construction of secondary provincial center cities should be focused upon, for instance, visit and investigation to such provinces as Hubei Province, and reinforcement communication and study.

4.8 High distribution of government cadres

High distribution of government cadres is a feasible attempt to promote construction of a secondary center city. In this aspect, Hubei and Anhui have had precedents and had revealed its effects. In order to promote development of county economy, Hubei Province made this attempt as early as more than ten years ago, and executed jurisdiction directly by the province and high distribution of cadres in the four county-level cities of Xiantao, Qianjiang, Tianmen and Suizhou. Over ten years later, advantages of this attempt have been well known. Therefore, whether considering the experimental effects in Hubei or considering the tendency of development at home and abroad, high distribution of cadres and highlight of important points is an effective and administratively innovative method.

5. Conclusions

The history has revealed to us that, geographical position of Jinzhou is extremely vital, because it is a throat to connect North China and the Northeast. It was ever highly desirable for players to control, and it is now connected with national defense and national security, with great military value. Construction of Jinzhou and Jinzhou Port not only promotes economic development of Bohai Sea, but ensures security of inland sea. As a strategic eastern rear of the Capital City Beijing, Jinzhou has the significant value of defending the capital city and its environs, and guaranteeing the national security. It can be constructed into an important part of the second coastal front in terms of military. Only a powerful industry can bring a powerful military, which, in turn, can bring into full play the significant strategic role of Jinzhou. Development of Jinzhou will also guarantee the national defense and security most effectively when driving economic development of western Liaoning region.

Development of Liaoning economy should be directed by the Scientific Outlook on Development, and focus on scientification, sustainability and overall plans. Hence, it is really an appropriate idea to construct Jinzhou as a secondary provincial center city so as to drive economic development of western Liaoning, cooperatively develop economy of the whole Liaoning Province, to integrate Jinzhou into development strategy of Bohai Sea, and to guarantee the national security. Whether from the perspective of economic development of the whole province or development of Bohai Sea, or, furthermore, from the perspective of ensuring the national security and interests, there are reasons, significance and value for key development of Jinzhou as a secondary provincial center city.

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Notes

Note 1. Mode of the Grand Trine has had its antecedent all over the country, such as Shensui Port in Pearl River Delta, Huninghang in Yangtze River Delta and Jingjintang in Bohai Gulf, etc.

Table 1. Comparison of major economic indicators of cities in western Liaoning (2006/2007/2008)

City	Population (Ten thousand)	GDP (a hundred million Yuan)	Added value of primary industry (a hundred million Yuan)	Added value of secondary industry (a hundred million Yuan)	Added value of tertiary industry (a hundred million Yuan)	Urban residents per capita disposable income (Yuan)	Rural per capita net income (Yuan)
Jinzhou	309.2/309/*	463.2/551.9/690.4	94.3/113.2/*	182.5/220.4/*	186.4/218.4/*	9981/12010/13962.5	4165/5048/6089.4
Huludao	275.7/278.7/*	348.1/419.6/454.4	48.6/59.7/62.1	168.3/206.4/218.4	131.2/153.6/173.9	9795/12009/13930	3650/4313/5261
Chaoyang	340.1/340.2/*	253.1/333.1/446	63.5/85.2/*	102.1/145.7/*	87.5/102.2/*	7440/9010/10700	3365/4130/4940
Fuxin	192.97/193/*	158.6/195.5/233.9	32.9/43.6/52.2	60.1/73/93.5	65.8/78.9/88.2	*/ */10114	*/ */5030
Panjin	127.1/128.2/*	509.1/562.9/670	50.7/60.5/*	371.9/402.5/*	86.5/99.9/*	12205/14907/17000	5711/6391/7700

Note: * means vacancy left temporarily because some data were not mentioned in work statement of the government, and not published in Liaoning yearbook 2009.

Data source: Liaoning yearbook 2007 & 2008 <http://www.jz.gov.cn/n435777/n437135/n437136/12764.html> Jinzhou GovNet; http://www.fuxin.gov.cn/Html/tjgb/2009_03_19_09_40_59_470_2.html Fuxin GovNet; <http://www.hld.gov.cn/government/ShowArticle.asp?ArticleID=18883> Huludao GovNet; <http://www.panjin.gov.cn/pj/zwgk/szsc/sgx/gzbg/gzbg.html?url=/pj/2009/01/21/14406.htm> Panjin GovNet.



Community Learning Centers Program as an Educational Tool for Community Literacy Development in the Islamic Republic of Iran: Community of Golshan as a Case Study

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Abstract

Literacy plays an important role in Community Development (CD). Without literacy, people have difficulties improving their quality of life. Iran is no exception. Since the Islamic Revolution, the government of Iran has allocated great efforts and budgets on the literacy development to improve the quality of life. Following these efforts, the government has implemented various literacy programs. One of the major literacy programs that have been implemented for this purpose is the Community Learning Centers Program (CLCP). CLCP is the newest literacy program that has been implemented to develop literacy in order to improve the quality of life. CLCP has been emerged as a result of shortcomings of the previous literacy programs to solve the problem of illiteracy among people in the country. So far, the government of Iran has implemented 3517 CLCP into 3517 both rural and urban communities throughout the country. One of these rural communities is community of Golshan. Therefore, the main objective of this paper is to examine the role of CLCP in Community Literacy Development (CLD) in the community.

Keywords: Community Learning Centers Program, Community, Literacy, Development, Community Development

1. Introduction

Today, 9 million people are illiterates in Iran. Around 7 million illiterates population are adults age 10 and over. Most of illiterates mainly distributed in rural and remote communities. The community of Golshan is among of these remote and rural communities that had embraced illiterates.

However, in the community, the overall number of literates began to increase in recent years, because; CLCP has played an important role in improving the level of literacy among people in this community. CLCP initially was set up in the framework of UNESCO's Asia-Pacific Programme of Education For All (APPEAL) with the financial assistance of

Japan and Norway in Asian and the Pacific Countries in 1998 (APPEAL, 2005). The government of Iran has launched the program in 2000. This program has covered uneducated, unskilled adolescents, unemployed educated and women in order to promote their literacy level and life skills(UNESCO, 2008).

One of the communities of the country that have been joined the program was community of Golshan. This community was selected as case study because of its literacy level. The community with the lowest literacy level and most privation was chosen. The community is situated 190 km north of Kerman state and 75 km northeastern of the Rafsanjan Township in Iran(Geographical Organization of Forces of Islamic Republic of Iran, 2005). The maps of community of Golshan in Iran and Kerman state are shown in the Figures 1 and 2. (Note 2)

According to the latest national statistics of Iran, total population of Golshan is 2090 people or 530 families. Most of the population is above 10 year old and the number of male population is outnumber the female population(SCI, 2006a, 2006b). Most of the population is involved in the agricultural activities. A few people also work in Anar (the nearest town and centre of the district) in the governmental and non-governmental sectors. Golshan is a part agricultural region known as Anar and has the most extensive area of agricultural land in Rafsanjan. Due to the vast agricultural activities, most of the Pistachio in the community is exported to the Asian and European countries. Besides farming, the people of Golshan are also involved in other income generating activities such as make paving blocks, bricks or wooden furniture. Few earn a living as building and construction laborers, welders and hairdressers(SCI, 2006a, 2006b).

There are several facilities in the community. Medical Center, Pharmacy, Private Medicine Doctor, Water Connections, Electric, Banks, Post Office, Telecommunication Company, Football Field, Basketball Court, Volleyball Court, Daily Markets, Computer Concierge Service, Fax Service, Internet Point, Laundry, Photography and Photocopier are among the facilities in the community.

In addition to that, several facilities for education are also available in this community namely Kindergarten, Primary, Guidance and Secondary Schools. Besides the formal schools, there is a non formal education center in the community for improving the literacy level. The center is known as Community Learning Center (CLC). CLC is a new type of community literacy development program that has been set up to develop the reading, writing and simple calculating skills among people in the community in 2003. There are several goals for CLCP in the community; however, the main goal of the program is to promote the level of literacy for improving the quality of life. In the context of Iran, all people who can read and write a text in Farsi (Persian) or in any other language, whether or not they had an educational certificate are literate(UNESCO Institute for Statistics, April 2008). Hence, in this community, a person is defined as literate if he/she can, with understanding, both read and write a short, simple statement on his everyday life(UNESCO Institute for Statistics, April 2008). In this paper, CLD means expansion of the literacy skills at communities level (Yopp & Singer, 1994). The primary goal of CLD is to promote the quality of life among people at the communities' level. CLCP in the community of Golshan has been addressed as the most important tool for CLD. How and to what extent CLCP plays a role in CLD in the community are questions which should be answered in the following parts.

2. Methodology

To answer the questions, three types of data were collected; educators, learners and executives' data. Learners' data were collected from people who have participated in the program to learn literacy skills. Educators' data were collected from people who have participated in the program to teach illiterates. Executives' data were collected from people who have participated in the program to help both educators and learners in achieving their goals. The people were selected because they were involved directly with the CLCs. The respondents have been selected using the purposive sampling technique. There were two types of data that had been collected in this study. There were the primary and the secondary data. The primary data had been collected by having both Face to Face and FGD, while the secondary data had been collected through the printed and unprinted media, published and unpublished articles, journals, books, reports, and newspapers.

This was a qualitative analysis study. The results of this study had been analyzed qualitatively such as frequencies, and transcriptions of data gathered during the interview with the respondents. In this study, the qualitative aspects of the documents both published and unpublished had been summarized and classified according to the necessary data.

3. Results of the Study

Based on the results of the study, the CLCP was found highly effective in the community for solving the problem of illiteracy. The level of literacy in this community has improved through the program over the year especially after the implementation of the program. The level of literacy in Golshan before the implementation of CLCP was 74%. The percentage, however, has increased to 94% four years after the introduction of CLCP in this community(Literacy Movement Department of Anar, 2007).The detail of community literacy development through CLCP in the community of Golshan during 2003-2007 is shown in the Table 1. (Note 1)

Based on the Table 1, it can be concluded that: the level of literacy in this community has been improved around 20 % after the implementation of the program. The trend of the literacy level in Golshan after CLCP is portrayed in Figure 3.

(Note 3)

As shown in Figure 3, the level of literacy in the community after CLCP has been continually increasing. This is due to the fact that, through CLCP, the people of the community are thought how to read, write, and do simple calculating. The literacy level in Golshan before the program in 2003 was 74% while the level has improved to 94% after the implementation of CLCP in 2007. Therefore, through CLCP, the literacy level among the community people have been increased about 20%(Literacy Movement Department of Anar, 2007). All of the respondents of the study have agreed that CLCP made a significant contribution to the increase in the literacy level of the community through basic literacy, post-literacy and continuing education programmes. All the three different groups of the respondents believed that the role of CLCP was found to be positive in improving the literacy skills in this community.

Based on the results of the study, the efforts done by CLCP during four years ago have given the community to achieve the high level of literacy. Through CLCP, achievements on literacy had been obtained not in the areas of illiteracy eradication, but in post-literacy programmes, equivalency/complementary education, life skills and community development programmes that met the needs of the community people. The CLCP in the community had played a very important role in providing learning opportunities for the community people. After the implement of CLCP, a large number of people of this community have participated in literacy programmes. Examination of the activities implemented by CLCs showed that 79% of the participants were women.

As many respondents have referred, CLCP was able to call for support from local school and agencies and organizations to promote the level of literacy in the community. CLCP has improved the level of literacy among people in community of Golshan by conducting various educational programmes based on the community needs, establishing the structure and activities emphasizing the development and the evaluation of program objectives. The CLCP in the community could provide literacy opportunities for all, especially those who live in remote sub-communities.

Based on the results, since 2004, there have been several activities implemented for people of the remote sub-communities in this community. The CLCP has used the meeting halls of the community and schools as places in which their educational programmes are conducted. With the support from education service at this community and People's Committee, the CLCP has provided more educational opportunities to a wider variety of people in the community. In this community, CLCP has provided opportunities for individuals to acquire knowledge and life skills through structured activities and non-formal learning. The program environment also has encouraged all age groups living together in one community to make and follow their own educational plans and programs.

Through CLCP, the number of illiterate population has been continually decreased. The illiteracy level in the community before the program in 2003 was 26% while the level has decreased to around 6% in 2007 after the implementation of the program. From 2003 to 2007, around 400 people having successfully achieved at least some degree of literacy through CLCP however there are still approximately 120 illiterates in this community. Presently, Golshan with an adult population 2000 has around 1880 literate. This amount before the implementation of CLCP was 1480 people(Literacy Movement Department of Anar, 2007).

Based on the results of the study, the level of success in the program firmly was dependent on its activities, programs and its relationships with other very important factors such as community participation, government, international organizations, good educators and local leaders. Because of the success, the Literacy Movement Department of Anar has found that the CLCP model is useful to expand the literacy activities for developing the level of literacy among people in the community(Literacy Movement Department of Anar, 2007).

4. Discussion

The results of some studies such as Central Bureau of Statistics of Nepal; Horwood; Ministry of Education and Sports of Nepal, Statistics Indonesia, The National Statistical Office of Thailand have approved the results of the study. They confirmed that, CLCP has played a very significant role to promote the level of literacy not in Iran, but in the other participating countries as well.

For example, in Bangladesh, CLCP could help to increase the level of literacy. In the country, the level of literacy after the implementation of the program has improved around 23%. The literacy level in the country before the implementation of the program was 26.1%. The percentage, however, has increased to 49% seven years after the introduction of CLCP (Dhaka Ahsania Mission & Department of Non-Formal Education, 2008; The Bangladesh Bureau of Statistics, 2008). Based on the Bangladesh' Statistics, The annual literacy growth level in the country was around 4%.

Thailand has also successful experience in the program. In the country, CLCP has had important role in community literacy development. CLCP has presented the literacy activities within basic literacy, post-literacy and continuing education programs. In the country, the level of literacy has been promoted to 93.5% after the introduction of the program from 90.5% before the implementation of the program in the country. The literacy level in Thailand before the implementation of CLCP in the country was 90.5%. The percentage, however, has increased to 93.5% seven years after the introduction of CLCP (Horwood, 2008; The National Statistical Office of Thailand, 2008). Based on the National

Statistical Office of Thailand, the level of literacy in this country has been improved around 3% after the implementation of the CLCP. The annual literacy growth level in the country was 0.40%. Overall, although, the annual literacy growth level in the country was less than Bangladesh, however, the program in the country has had an encouraging role.

Besides Bangladesh and Thailand, CLCP has also played an effective role in Indonesia. The level of literacy growth in the country was higher than Thailand but less than Bangladesh. The annual literacy growth level was 1.2% in Indonesia. Through CLCP, people of communities in the country are insight how to read, write, and do simple calculating. The literacy level in this country has improved over the year especially after the implementation of the program. The literacy level in Indonesia before the implementation of CLCP was 78%. The percentage, however, has increased to 86.8% seven years after the introduction of the program (Statistics Indonesia (BPS), 2008). Based on the Statistics Indonesia (2008), the level of literacy in this country has been improved around 9% after the implementation of the program.

In addition to three countries above, Nepal has also a successful experience in the case. In the country, CLCP has had a good role in educating the literacy skills namely reading, writing and simple calculating among the people in the communities. In the country, CLCP literacy programs have been implemented within basic literacy; post literacy, boys' and girls' literacy, and women education. These programs have improved the literacy level in this country over the year. The literacy level before CLCP in the country was 14%. The percentage, however, has increased to 34.9% seven years after the program (Central Bureau of Statistics of Nepal, 2008; Ministry of Education and Sports of Nepal, 2008). Based on the Central Bureau of Statistics of Nepal, the level of literacy has been improved around 20.9 % after the program. The annual literacy growth level in the country is around 3%.

For instance, between 2002 and 2004, more than 1,600 illiterates have become literate by participating in CLCP literacy classes in Nepal. In addition to that, more than 1,300 children who dropped out of primary school have been provided basic education, and most of them have returned to school.

Therefore, in addition to Iran, in these countries, CLCP as an educational tool was successful in substantially increasing the literacy levels among community people, in encouraging them to be more enterprising, in enhancing their earning ability and empowerment, and finally in improving their overall socio-economic status in society.

5. Conclusion and Recommendations

Based on the discussions above, it can be concluded that; CLCP as educational tool has played very encouraging role in community literacy development in the community of Golshan in Iran. On the average, the level of literacy in the community has been promoted around 20% through CLCP during four years. On the overage, the annual growth level of literacy in this community is around 5%.

It can also be concluded that: what make the program famous is not merely because of the successful roles that the program have implemented, but what it makes more interesting is the fact that success of the program was depended more on the presence of effective activities and its relationship with other important factors such as local leaders, community participation, international organizations, good educators and government. All of the factors worked together to the success of CLCP. Each factor has its own advantages and strengths. Removing one factor will retard the process of achieving success. One factor is no more or less important than the others. All of literacy activities in CLCP at this community have been implemented effectively with cooperation of these factors. Otherwise, CLCP alone was not able to achieve this success.

After reviewing the analysis and the holistic view of the results, the following recommendations will be the best to promote the level of literacy among people at other participating communities in CLCP.

1. Organizing the strategic planning in CLCP
2. Attention to the needs of communities in writing the new literacy textbooks.
3. Capacity building of the CLCP personnel
4. Change of the communities-perception towards literacy
5. Attention to the tongue language in literacy classes
6. Applying the new educational models in educating learners
7. Qualifying the literacy education and classes
8. Using new techniques such as media for learning.

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Note 1. The Table below shows the detail of community literacy development through CLCP in the community of Golshan during 2003-2007.

Table 1. Literacy level in Iran after CLCP

Year	Literacy Level (%)	Illiteracy Level (%)
2003	74	26
2004	83	17
2005	88	12
2006	90.5	9.5
2007	94	6

Source: (Literacy Movement Department of Anar, 2007)

Note 2. Figures 1 and 2 show the maps of community of Golshan in Iran and Kerman state.



Figure 1. The Map of Community of Golshan in Iran

Source: (Geographical Organization of Forces of Islamic Republic of Iran, 2005)



Figure 2. The Map of Community of Golshan in Kerman State

Source: (Geographical Organization of Forces of Islamic Republic of Iran, 2005)

Note 3. Figure 3 shows the trend of the community literacy level in Golshan after CLCP

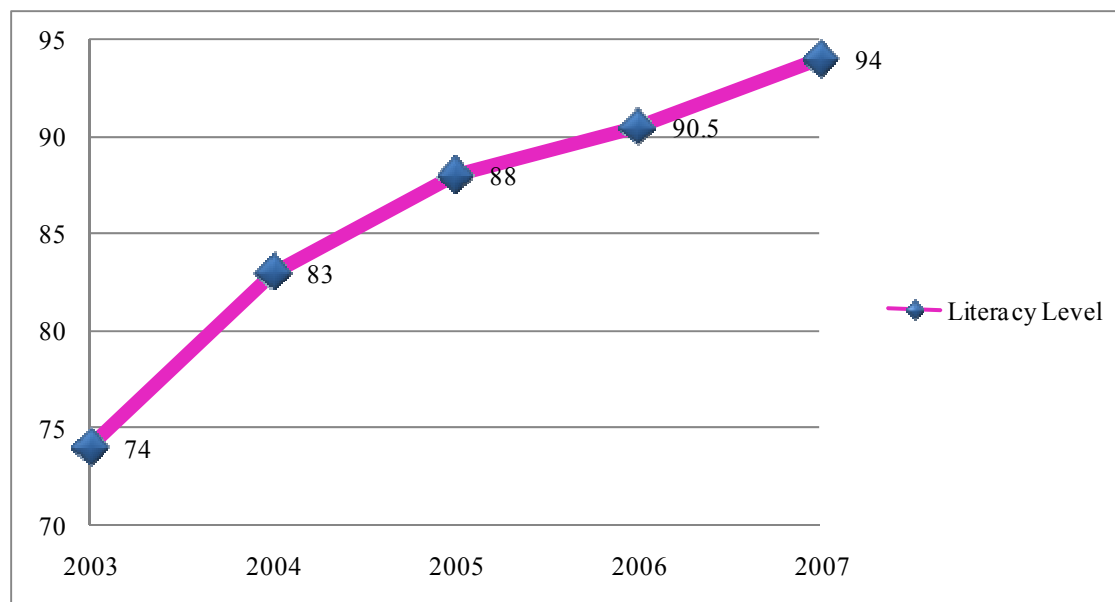


Figure 3. The Trend of Community Literacy Level in Golshan after CLCP

Source:(Literacy Movement Department of Anar, 2007)



Different Interpersonal Relationships Underlying English and Chinese Greetings

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Abstract

Greeting behaviors are important tools for establishing and maintaining social relationships. Greeting expressions are abundant in English and Chinese. One major difference of greetings in English and Chinese lies in the content. They are influenced by the orientations of interpersonal relationships which in turn are underpinned by value orientations. Increasing awareness of intercultural differences is a key step to heighten intercultural communication.

Keywords: Greeting, Value, Interpersonal relationship

Differences in English and Chinese greetings are remarkable. Through the contrastive study of the repertoire of greeting expressions in English and Chinese, it is found that the differences exist at least in four aspects, i.e., content, semantics, syntax and lexis (Qian, 1996). One major difference of greetings in English and Chinese lies in the content. In English culture, personal matters are regarded as one's privacy which people do not like to talk about except with intimate friends. This fact may account for the neutral character in the content of many English greeting expressions. Therefore native English speakers are accustomed to greeting each other with linguistic routines such as 'It's a fine day, isn't it?', 'Good morning/afternoon!' or some other greetings that do not have anything to do with personal matters. Whereas Chinese people like to greet people with 'Have you eaten?', 'Where are you going?' or 'What are you busy with?' to show politeness and warmth and even consideration according to Chinese custom and tradition. Yet some people in English culture may find Chinese greetings unacceptable or even offensive for these greetings seem to be concerned about personal business although they are quite appropriate and friendly in Chinese culture. Apart from tradition and history, the difference in the content of greetings in the two languages embodies their different values and the interpersonal relationships in different cultures.

1. Different Values in Different Cultures

Values are the basis for our actions. They guide our behavior and help us determine what is right and what is wrong; what is good and what is bad. Value systems are culturally diverse, and they determine differences of communicative acts among different cultures. The most important dominant orientation--individualism in English countries and the principle of *ren* and *li*--the key concept of Confucianism in China actually act as shapers of the patterns of interpersonal relationships which in turn affect interactions and communications on both sides. As these principles in the West and the East are entirely different, the interpersonal relationships are also entirely different.

1.1 Equality and Human Rights in Western Culture

What is emphasized in English culture is individualism and as a result equal or horizontal relationship is highly valued. Broadly speaking, individualism refers to the doctrine, spelled out in detail by a seventeenth century English philosopher, that each individual is unique, special, completely different from other individuals. What is advocated is humanitarianism and human rights of each member and thus the slogan: everybody is born equal--democracy, liberation of the individual is everybody's wish. In this case, the love and benevolence humanitarianism advocates are symmetrical in nature. The relationships are symmetrical in that behavior which is appropriate to one person in each pair is identical with what is appropriate to the other person. This symmetry presupposes role equality rather than differentiation as is the case in China.

Take the United States for example, the origin of individualism has had a long history. In fact, the advocacy of individual rights has been existing throughout American history. Independence Declaration officially guarantees the

rights of equality, freedom, etc., for every member of the society. Individualism manifests itself in individual initiative ('Pull yourself up by your own boot straps'), independence ('Do your own thing'), individual expression ('The squeaky wheel gets the grease'), and privacy ('A man's home is his castle'). Whether it is in sexual or personal matters, the self for American holds the private position. So strong is this notion that some Americans believe that there is something wrong with someone who fails to demonstrate individualism. Think of the power of the concept in the words of former Supreme Court Justice Felix Frankfurter: 'Anybody who is any good is different than anybody else.'

Closely related to individualism is the American value of equality, which is emphasized in everything from government (everyone has the right to vote) to social relationship ('Just call me by my first name'). Americans believe that all people have a right to succeed in life and that the state, through laws and educational opportunities, should ensure that right. The value of equality is prevalent in social relationships and even children are often treated as adults. Americans like to treat others as equals and choose to be treated in the same manner when they interact in social environments.

In contrast, Confucianism in Chinese culture, especially *ren* and *li*, virtually determines almost all aspects of the Chinese life--they have become the collective unconsciousness for the Chinese programming their social behavior such as greetings, compliments, addressing, etc; as well as interactional rules, such as politeness principles, face work, etc. And obviously the understanding of *ren* and *li* can help explain why the Chinese people behave the way they do.

1.2 The Key Concepts of Confucianism in China

Ren and *li*, the key concepts of Confucianism, complement each other in nature. If we take a look at these two concepts in terms of ends and means, we can say that *ren* serves as the goal of life, while *li* serves as the norms and means for achieving the acceptable ends of social life. And at the same time these two concepts overlap with each other.

Ren, etymologically a combination of the Chinese ideographic characters for 'human being' (represented by the radical on the left of the Chinese ideograph) and for 'two' (represented by the radical on the right), means, on the one hand, the ideal manhood, defining all the fine qualities that make up an ideal man and the ideal reciprocal relationship that should pertain between people on the other hand. Men should be warm and benevolent to others or love them and respect themselves. Self or an individual must emerge himself into the group or collective. We can say that *ren*, the cardinal principle of Confucianism lays great emphasis on relationship. To some extent, the largeness of heart which *ren* renders knows no boundaries as *ren* advocates that 'within the four seas all men are brothers and sisters.'

Li, as we have pointed out, serves as a norm or a means for people to achieve ideal manhood or good relationships. It defines almost all the norms or rules for the appropriate conduct and behavior for every social member according to his or her social position. It defines the specifics of obligations and responsibilities for every member in the society. The norm consists of the prescriptions for acceptable behavior concerning almost every aspect of life, such as morality, social and political order, social rituals, customs, social interactions, and so on and so forth.

Unlike the Western humanism, the love and reciprocity *ren* advocates is based on the kinship relationships in the patriarchal Chinese society or rather it is a symbol of patriarch. It is best expressed in the obligations and responsibilities ascribed to people according to their social positions in the society. As for *li*, it specifies Five Constant Relationships that constitute the warp and woof of social life. The relationships are those between ruler and subject, parent and child, husband and wife, elder sibling and junior sibling, elder friend and junior friend. These relationships are asymmetrical. Rulers should be benevolent, subjects loyal; parents be loving, children reverential; elder siblings gentle, younger siblings respectful; husbands good, wives obedient. Three of these five relationships pertain within the family while two are the extensions of family relationships, which is indicative of the importance of family institution.

Moreover, *ren* and *li* in fact is a system of moral codes in the Chinese context predisposing a society in which relationship is complementary, asymmetrical, and reciprocally obligatory. The relationships are asymmetrical in that behavior that is appropriate to one party in each pair of the five relationships is not identical with what is appropriate for the other party. It is just this asymmetry that predisposes role differentiation and details its specifics.

Under the influence of *ren* and *li*, the core concept of Confucianism, *lunli* ethic principle has ruled over China for several thousands of years. *Lun* in Chinese means the hierarchical order while *li*, (meaning principle in Chinese) homophonic with *li*, in fact means exactly what *li* means. Therefore *li* becomes the important principle in China. That is why China becomes a country of *lunli*, both in terms of politics and morality. And when we say that China lays emphasis on *li* (for example, *li yi zhi bang*), we do mean to say that it is a country with *lunli* ethic.

In short, the Chinese people, no matter what social positions, can all best be characterized by the spirit of *li*--people from all walks of life have each of his or her own *li*. People can only do what *li* allows them to. All the concepts, all the ways of life and patterns of behavior are underpinned by the principle of *li*.

2. Differences in Interpersonal Relationships

Under the impact of individualism in English culture and *ren* and *li* in Chinese culture, two entirely different interpersonal relationships exist on the globe.

2.1 Individualism vs. Harmonious Relationship

As mentioned above, people in the West emphasize the importance of individualism and human rights. Individual identity, individual rights, individual needs are emphasized on 'I' identity rather than on 'we' identity and the interest of the group or in-group, and obligations and commitment. As some scholars have pointed out, there is only one principle in the West that regulates interpersonal relationship and that is individualism. Hofstede (1991) defines individualism as follows:

Individualism pertains to societies in which the ties between individuals are loose: Everyone is expected to look after himself or herself and his or her immediate family.

The core building block of individualism is the 'autonomous self'. Individualism tends to dispose each member of the community to serve himself from the mass of his fellows and to draw apart with his family and his friends, so that after he has thus formed a little circle of his own, he willingly leaves society at largely to itself. Almost every American believes that 'God helps those that help themselves.' Anything that would violate making their own decision, judging for themselves, making their own decision, living their lives as they see fit, is not only morally wrong, but not accorded with religion. The obligation and responsibility are contractual in nature. Even though Americans get involved, they are also committed to equality and individualism--they can cut free from anybody they are involved and define their own self.

While *ren*, the most important principle underlying almost all aspects of the people's life in the Chinese context, deals with relationship. Obviously, relationship must be the predominant value in China. The Chinese society, traditionally speaking, is hierarchical in nature. In a society as such, *li* is used as norms and means to maintain this hierarchical social order by differentiating the difference between the emperor and his subjects, father and his sons and daughters, brothers and obligations according to their positions. If the people in lower social positions are obedient to and respect those in higher positions and the humble respect the venerate, the younger respect the elder as *li* advocates, the society will be in order. As a matter of fact, *li* advocates nothing but vertical or hierarchical relationships and its essential function is to build social order upon this hierarchical relationships. It functions in the society as law does in the Western society. Virtually, every person, ever since he or she was born, was placed into complex and orderly warps and woofs of hierarchical relationships. Though people's social status may be unequal, they are equally essential in making the whole society operate.

What calls for attention is that harmonious relationship that the Chinese people seek to build up is based on the fulfillment of the obligations and responsibilities ascribed to each member of the society according to his or her social position. In this light, the reciprocity is asymmetrical in nature.

Today relationship in China has become so important that it is virtually being taken the most advantage of almost in all kinds of everyday transactions and activities, such as promotions of one's position, opening up a new enterprise, transferring from one place to another, etc. Relationship, in this case, however, refers to people including relatives, friends, or even useful persons.

2.2 Solidarity vs. Power

Solidarity and power relationship are a universal phenomenon in all the societies. However, different societies generally have different attitude towards these two relationships. Comparatively speaking, solidarity may be more important in one culture while power may be more important in another. In other words, people in one culture may be sensitive to solidarity while people in a different culture may be sensitive to power.

Solidarity is a sociolinguistic term not only referring to the equal and informal relationship, but also the desire for the setting up of equality, intimacy, common interest, sharing, etc. Whatever it may possibly mean, its core notion is equality. The emphasis on solidarity over power on the Western side can best be demonstrated in the use of first name in everyday interaction. Even words functioning as compliment is more often than not used by American women to achieve solidarity. Each member of the Western society enjoys independence and equality, which lays the foundation for the establishment of solidarity relationship as the main relationship in the social interactions in the West. Solidarity as an embodiment of equality and the result of individualism is no doubt a dominant value in the Western culture.

Comparatively speaking, power relationship is the predominant norm or value orientation in the Chinese culture, just as individualism is the important value orientation in the Western culture. The Chinese social structure is basically hierarchical or vertical in nature and the principle of *ren* and *li* help reinforce the asymmetrical or vertical relationship by advocating the maintenance of differences between the emperor and his subjects, father and his son, elder brother and younger brother, male and female; and obedience of the lower position to those who are superior in the society. Logically, in terms of interpersonal relationship, it has become an unwritten rule that authority and power relationship should be valued in daily transactions. What authority refers to vary with time. Nowadays it may include, for example, leaders at different levels, the elder and the aged, and even people who are considered to be useful in the society. In old times, government officials meant control or govern while common people must be obedient to government officials,

the phenomenon of which in Chinese is called *shun*. And in old times, *shun* meant *xun* (meaning adhere to or follow in English). The implication is clear: authority is respected and listened to and power relationship, in sociolinguistic terms, is highly valued. Power relationship is best demonstrated in the use of titles or honorifics when addressing occurs. Power in case of point here is associated with age, education, social class, sex, social positions and ranks, and family relationships, etc. today.

To make clear the differences in interpersonal relationships in different cultures, it seems proper to take address forms in different cultures as an example. In conditions that terms of address are used as politeness intensifiers of greetings in the two languages, Chinese kinship address system is much more complicated which reflects the asymmetrical relationship in Chinese society different from English culture to some extent.

Differences of greetings in English and Chinese also largely exist in lexis. It is well known that address terms are frequently used as greetings in both cultures, but there are some differences. Here the author just emphasizes on differences of personal pronouns and terms of address in the two languages.

2.2.1 Difference in the Use of Personal Pronouns

First, Chinese has two forms of the second person pronoun, i.e., ‘*ni*’ and ‘*nin*’ like ‘*tu*’ and ‘*vous*’ in French with the latter being more polite, whereas English has only one form, i.e., ‘*you*’.

Second, personal pronouns are more widely used in English greetings than in Chinese. Compare the use of second person pronouns in greetings in the two languages:

(1) English: How are you?

Chinese: *Zuijinzenmoyang* (How [are you] recently?)

(2) English: How is your work?

Chinese: *Gongzuozenmoyang* (How [is your] work?)

The first person pronoun is also sparingly used in Chinese greetings. For example:

Jiuyangjiuyang ([I] have long respected [you].)

Xinghuixinghui ([I am] pleased to meet you.)

2.2.2 English and Chinese Terms of Address

As a matter of fact, terms of address are frequently used as summons or politeness intensifiers of greetings. Take English for example:

(1) A: Tom!

B: What?

(2) A: Good morning, Mr. Smith.

B: Good morning, Mrs. Jones.

‘Tom’ in example (1) is used as a summon; ‘Mr. Smith’ and ‘Mrs. Jones’ in example (2) are used as politeness intensifiers. Similar use can be found in Chinese. For example, ‘Professor Wang!’, ‘*Xiao Zhang*, have you eaten?’, etc.

However, although English and Chinese terms of address are similar in function, they differ considerably in address system. Next some special features in Chinese system of address terms will be examined.

First, Chinese has evolved a much more complex system of address terms in kinship than English has. The age difference of the same generation and the difference between paternal and maternal relationship are reflected in kinship address terms in Chinese but not in English. Table 1 (Chao, 1968, p.200-201) might be helpful to compare the difference.

Insert Table 1 about here

The Chinese terms of address in the table are to be directed to the person in the brackets (Chao, 1968, p.200-201).

Second, Chinese has evolved a whole set of honorific and humble bound forms prefixed to terms of address, one’s house and so on, in place of first and second person pronouns (Chao, 1968, p.212-213). The prefixes ‘*gui*’ (noble), ‘*bi*’ (humble) and ‘*bi*’ (shabby) are often used for the sake of politeness in social interactions, especially in greetings. For example:

A: *Qingwenninguixing* [What is] your noble name?

B: *Bixingzhang* [My] humble name [is] Zhang.

The above segments from greetings are extremely polite and formal though somewhat out of fashion. There are some other prefixes available in Chinese to increase the degree of politeness, for instance, ‘*zun* (respected)’ and ‘*da* (great)’ in

'*zunxingdaming* (your respectable family name and great given name), '*ling* (excellent)' in '*lingzun* (your father)' and '*lingtang* (your mother)' and '*han* (humble)' in '*hanshe* (my house)', etc(Chao, 1968, p.214).

There are two common prefixes in modern Chinese, i.e., '*lao* (old)' and '*xiao* (little/young)' affixed to people's family names to form direct and indirect terms of address widely used in everyday conversation to enhance solidarity between interactants.

Third, Chinese has evolved a set of honorific terms of direct address for persons of various social status and professions which are illustrated in table 2.

Insert Table 2 about here

Since the founding of the People's Republic, the Chinese government has promoted the use of '*tongzhi* (comrade)' as a common address term which indicates symmetric social relationship between speakers instead of '*taitai* (madam)', '*xiaojie* (miss)' and other direct terms of address which indicate asymmetric social relationship (Scotton and Zhu, 1983, p.471-494). In recent years '*xiansheng* (master)' has become a common polite direct term of address used for most types of addresses (Scotton and Zhu, 1984, p.326-344). Moreover, '*taitai* (madam)', '*xiansheng* (master)' and '*xiaojie* (miss)' have become fashionable address terms again.

To conclude the above system of address in English and Chinese, at least two sources of variation in the use of greeting expressions can be identified. First, there are cultural differences. Second, even within the same culture, there is considerable freedom to select one or other of the acceptable general patterns of greetings on an individual basis. They briefly illustrate the differences in terms of values and interpersonal relationships underlying greetings in different cultures.

Greeting behaviors are important tools for establishing and maintaining social relationships. Yet they may impose special problems in intercultural communication as a result of different cultural backgrounds. They are influenced by the orientations of interpersonal relationships which in turn are underpinned by value orientations. Understanding and adapting to each culture's value systems is the key to promoting communication across cultures.

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Table 1. English and Chinese Kinship Terms

English	Chinese
Brother	<i>Gege</i> (elder brother) <i>Didi</i> (younger brother)
Sister	<i>Jiejie</i> (elder sister) <i>Meimei</i> (younger sister)
grandfather	<i>Yeye</i> (father's father) <i>Gonggong</i> (mother's father)
grandmother	<i>Nainai</i> (father's mother) <i>laolao</i> (mother's mother)
Uncle	<i>Bobo</i> (father's elder brother) <i>shushu</i> (father's younger brother) <i>jiujiu</i> (mother's brother)
aunt	<i>Guma</i> (father's elder sister) <i>Gugu</i> (father's younger sister) <i>Shenshen</i> (father's brother's wife) <i>Yima</i> (mother's elder sister) <i>Yi</i> (mother's younger sister) <i>Jiuma</i> (mother's brother's wife)

Table 2.

Indirect Address	Direct Address
<i>Jiaoshi</i> (teacher)	<i>Laoshi</i> (senior teacher)
<i>Yisheng</i> (doctor)	<i>Yishi</i> (master doctor)
<i>gongren, siji</i> (worker, driver, etc.)	<i>Shifu</i> (master)



A Comparison and Research on the Sino-U.S Bilingual Education

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Abstract

With the coming of era of global economic integration and knowledge economy, China is increasingly opening its door to the outside world and actively making connection with international society. Under such circumstance, the Chinese education, especially higher learning education will certainly has a very close connection and interaction with the international education system, and this also means that Chinese higher learning education system will face the new challenge of how to train Chinese students to handle the international competition with bilingual ability. Therefore, it will be helpful for us to have a comparison and research on the bilingual education in China and the United States.

Keywords: Bilingual education, Bilingual ability, Sino-U.S Students

1. Introduction

Today, there are lots of things in common for China and the U. S. to have similar purposes in providing bilingual education for their students respectively. However, The Americans look at bilingual education as a remedy of language education for those ethnic students so as to make them to enter into so-called main stream education as soon as possible. In American colleges and universities they provide monolingual instruction only. But for most Chinese they treat bilingual education as a means for what they want get for better and more in future, and are promoting bilingual education in all colleges and universities today. The efficiency of China's collegiate bilingual instruction is under debating, and the relevant research work on it should be done before we learn how bilingual education may be usefully and efficiently provided to different people with various educational needs. bilingual education seeks to develop a foundation of a purposeful, productive, and fulfilling life and a just, compassionate, and flourishing society. This study was taken in view of the growing importance of bilingual education in China and United States. Significant differences and similarities were found in mechanism and perceptions about bilingual education in these two countries. The underlying reasons that may account for such differences are discussed extensively.

With only about two hundreds of years in establishing its state, the United States is quickly developing into a modern country, becoming today's super power and playing an increasingly important role in the world's historical course of development. We know that there are many reasons for why the American society is growing so quickly in a variety of ways, but the one important reason we are sure of is its bilingual education. What is the characteristic of America's bilingual education compared with China's one? How does it make so much of achievement in this matter? As an integral part of modern education, bilingual education has been vested with a fully new meaning in 21 century when China is sparing no efforts in pushing for economic, political and social reform, and modern science and technology is playing decisive roles in the social progress and economic development. Compared with the bilingual education practiced in United States, China's bilingual education is quite later in its development, and therefore, needs to learn to borrow America's beneficial experiences in its development and cultivation of bilingual education mechanism. America is a superpower of science and technology and education in the world. American government has always attached primary importance to developing and improving bilingual education mechanism, and established a complete set of nationwide bilingual education mechanism. It is meaningful for us to make a comparison and research on the current situation and mechanism of Sino-U.S bilingual education

Bilingual people can range from one who is indistinguishable from a native speaker in both languages at one end to the person who has just begun to acquire a second language at the other end. A bilingual's degree of bilingualism can be

assessed in the four skills of listening comprehension, speaking, reading comprehension and writing. Bilingualism simply means having two languages and they are all bilinguals but possessing different degrees of bilingualism. A monolingual person is, however, someone who knows only one language. There are many possible combinations of abilities in these skills. Someone who is bilingual in all four skills would be classified as a receiving oral bilingual. Many children of immigrants possess all four skills solely in the official language of their country, while may be able to understand only the spoken form of their mother tongue and barely be able to speak it, since they are bilingual only in receiving the spoken form of two languages, in listening comprehension. Within each skill there could be differing abilities in each language, for example, an English Chinese bilingual educated through English could be much more proficient at writing English than Chinese, while his spoken Chinese could be better than his spoken English.

2. Bilingual education in China's Colleges and Universities

The global economy integration and international relations has revitalized bilingual education in China. As a new member of the World Trade Organization (WTO), China is trying to take advantage of this opportunity to meet the challenges. Foreign language and cultural differences are viewed as two major barriers for effective communication with outside world, especially English-speaking world. Bilingual education is training those people who wish to be able to command English for worldwide business and communication. For them, bilingual education is a ladder in the society, a useful tool, and a pass to the better outside world. First, it is a result of the English dominance in the area of international communication. As English serves as a kind of "global language" in the current global communication, it is natural for China, a country that strives for a better national image in the international arena, to train its students who can work in both English-speaking and Chinese-speaking countries.

In some sense, Bilingual education means teaching lessons in English. The bilingual teachers must have expertise in his or her field of subjects, and must be fluent in English. It requires that the bilingual teachers should have both rich professional knowledge and a good English foundation, which, strictly speaking, is unavailable in many universities today in China, not mention middle schools or primary school. Currently, there is a developing trend in China's colleges and universities to provide bilingual education in various fields, especially in business management, finance, political science, natural sciences, and engineering. The issue about how to establish the curriculum of bilingual education and how to evaluate it has no answer so far. The teaching method, the feature, the mode and the environment of bilingual education is under experiment and discussion. These types of courses are different from college English that focuses on language learning only. There are two purposes, the first one of which is to empower China's college students to get advanced sciences and technologies directly from the outside world with a foreign language, and the second one is to help them to develop bilingual language skills for efficient worldwide communication. It is clear that the utilitarian nature of China's collegiate bilingual education is highly dependent on the qualifications of the faculty and the capacity of the students. The guidelines provided by the Ministry of Education of China stipulates that schools are encouraged to adopt authentic English textbooks published in such countries as the United States and other English-speaking countries where sciences and technologies are much more advanced. Many colleges and universities require that, if it is a class taught in English, any explanation written on the chalkboard must also be in English. It is encouraged to have all coursework done in English including teaching, writing on board, exercises, and examinations. This indicates that China's collegiate bilingual education is a mixture of immersion of English learning and transitional English study approach. Those students who have a limited English proficiency make them feel difficult to comprehend proper academic contents of their field. Lots of problems are reported on its feasibility, effectiveness, necessity. The linguistic environment on Chinese colleges and universities does not naturally favor the use of a foreign language as a means of communication, while the attitude of utilitarian towards English study restrains, more or less, many Chinese students to fully understand and appreciate the cultures which may make them interested.

3. Lack of Teaching and Learning Environment for bilingual education

To successfully carry out efficient bilingual teaching in a Chinese context, it is extremely important to create a good bilingual teaching and learning environment, in which teachers and students should be both bilingual. However, the fact is that English-speaking instructors know no subject of their subjects. This makes it difficult to create an effective bilingual teaching and learning environment in that the Chinese students who are not yet proficient in English cannot fully understand the lectures, let alone speak and write well in English, while bilingual teachers can feel very frustrated as students may literally translate from Chinese into English. It is helpful for us to know the differences in bilingual education between China and the United States. Most American bilingual teachings are for limited English proficient children, and have depended upon local government efforts, while in China, bilingual teachings in colleges and universities are fully funded by the central government. The U. S. government pushes Americans to learn foreign languages such as Chinese, Arabian, and Japanese as national long-term goal in education policy. In a number of school districts, Two-Way bilingual education programs at the middle school and elementary school level become the favorite where parents have the vision of future benefits for their children and schools have the ability to provide bilingual education. They are expected to become competent enough to use bilingual language for either academic work or social

life. For these kinds of teaching programs, students are from monolingual families, non-English speaking families or English-speaking families.

4. Lack of Updated Teaching Materials and Resources

Teaching materials for bilingual education always have to be updated for effective teaching. However, Few English periodicals, newspapers and academic journals are available on most Chinese colleges and universities, and most bilingual teaching programs in China lack effective access to updated teaching materials from English-speaking countries. On one hand, The Chinese college students could hardly afford to buy textbooks edited in English, and on the other hand, new textbooks are often not available. Therefore, bilingual instructors are often restrained in finding latest materials for their teaching and research, which obstruct their teaching quality and their research activities

5. Lack of Qualified Teaching Faculty

When China decided to carry out so-called market economy, it became more and more difficult for Chinese school authorities to keep the already limited number of bilingual instructors on campus because they are free to resign their teaching jobs and go to somewhere else where they can find much better-paid jobs. Furthermore, bilingual instructors need to be “retrained” from time to time at a foreign university to update their professional knowledge about latest development of their field of subjects. The heavy teaching load and universal lack of funding make it difficult to organize this kind of retraining at bilingual training programs in China, which, to some degree, can make qualified bilingual teachers today unqualified tomorrow. In contrast, American governments have strict regulations on bilingual teacher qualification. The priorities in people’s education may have to be different as we are from different economic, educational, and linguistic backgrounds. There is no reason to seek international standards in bilingual education that combine with cultural values, personal preferences, social needs, and public choices. We should be aware that there are no models, such as American Two-Way or Canadian Immersion approaches, that are perfect enough for the Chinese to copy.

We may agree that bilingual ability is a life asset for any people who have it. However, does bilingual education suit anybody? It is too early to say how bilingual education should be provided to people who have different language and schooling needs.

6. Contributing factors of development of Sino-U.S bilingual education

6.1 The change of U.S demographic structure leads to the new need for bilingual education.

With more and more immigrants moving to America since 1960s, the size of immigrant population has got huge expansion. However, as the minority group, they do not quite understand American language and culture because of their lower educational level. That made them feel it needed to receive bilingual education for the different groups of people who are attending bilingual school, and most of them are from various groups of immigrants who are naturalized as American citizens. They have very strong desire for learning to survive a new life environment. Meanwhile, the American social and economic development itself needs to transform them, a huge labor force, into human resources to help contribute to its further development. To do so needs American government to provide bilingual education for them, including adult education, vocational technical education, long-distance correspondence education, community college education, T.V university long-distance education and so on.

6.2 The economic competition in the world makes bilingual education an objective necessity.

Education has been regarded by American government as one of the best means to enhance labor productivities. For more and more Americans today, old and young, male and female, the continuous learning in their lives has increasingly become an agreed-on social value as well as a shortcut in their efforts to make success. It has always been advocated by the American society to achieve success through personal hard work and study. To enhance the global competitive power of American economy has always been the main purpose of American educational policy. With the advent of global economic integration and knowledge economy, how to make American original structure of labor productive technology and knowledge fit for the global economic competition has become increasingly urgent for American government to find a solution. All this means that a great amount of labor forces are to be reeducated and retrained for the new knowledge and new skills by means of education. Bilingual education is a kind of learning skill of American society. Therefore, it has not merely become a means to make a living in modern society, what is more, has become what they can count on in realization of their dream of life. The traditional one-time education method can no longer meet what they desire to make their dream for personal success come true.

When making a comparison between China and America for the above-mentioned contributing factors of bilingual education, we can see that while they have something in common there is something different in degree and in kind.

With the development of China’s economy and society, especially with the conceptual and ideological change of Chinese people, the idea of bilingual education has been gradually accepted by more and more of people, especially young students in schools. The economic tide of globalization has without any exception got China involved in the

international economic competition. This type of competition, putting it in other words, is in fact a competition for education and for talent people with higher degree of education. Bilingual education is an advanced learning idea. However, the old traditional idea of “education for one-time, useful for all one’s life” is still prevailing in today’s educational market, comparatively speaking, Chinese educational idea is still predominated by an orthodox idea, which takes education just a means for obtainment of diploma and degree, and make it very difficult to thoroughly popularize the idea of bilingual education. In contrast, Chinese government fails to make an overall plan in mapping out the policy of developing bilingual education, especially fails to establish a long-term bilingual education policy with concrete workable measures, and make it has great bearing on the long-term healthy development of bilingual education to guarantee the bilingual education mechanism as well as the enforcement of bilingual education policy.

In terms of Chinese education system, teachers decide students’ future in school and influence students’ lifetime to some extent. Chinese teachers are expected to play the role of not only teaching responsibility but also example of morality, which means that Chinese teachers needs to be concerned about students’ academic performance, take care of students’ daily life and safety, focus on students’ ideological idea and plan students’ lifetime goals after graduation. Under the background of Chinese traditional culture, the Chinese teachers not only need to teach students but also need to “foster” students. That is why the good relationship between teacher and student is often dubbed as “relationship as good as father and son” or “relationship as good as mother and daughter”. In some sense, the roles played by Chinese teacher is the overlapping roles of both teacher and parent, and idea of “respecting teacher as sage” is the common attribute for most of Chinese students and teachers. In contrast, what the American teachers do for their students in some more sense is to offer help and suggestions which usually focus on where teachers and students have common concerns and interests. They seldom go beyond the limits of working relationship between teacher and student to mold students in accordance with their own model of idea.

7. The Sino-U.S bilingual education strategy of development

American government has drawn up a series of flexible education measures and plans and developed a set of standing effective mechanisms of bilingual education, which is characteristic of richness in contents, completeness in structure, and variety in forms.

7.1 Allowing full play to development of bilingual education.

In American education and culture, the function of teachers is to help their students to make a self-realization and to gain knowledge and skills in their studying process. American teachers combine self, subject, and students in the fabric of life because they teach from an integral and undivided self; they manifest in their own lives, and evoke in their students, a "capacity for connectedness." The American school does this by becoming a moral community that helps students form caring attachments to adults and to each other. The American government spares no efforts to intensify its financial support and policy support in promotion of bilingual education, and always takes it seriously that bilingual education is a systematic social project and needs various social organizations and industrial and commercial enterprises to get involved to support bilingual education. The U.S government financial assistance also includes the bilingual education scholarship, non-interest student loans, and subsidies of study. It stipulates that all social organizations and industrial and commercial enterprises can enjoy the preferential educational policy, the reduction of education taxation and non-interest financial assistance provided by three levels of governments on condition that they take part in opening and managing bilingual education.

The American school itself embodies a good character. The daily life of classrooms as well as all other parts of the school environment is imbued with core values such as concern and respect for others, responsibility, kindness, and fairness. It progresses towards becoming a microcosm of the civil, caring, and society we seek to create as a nation. All students have a need to belong, and they are more likely to internalize the values and expectations of groups that meet this need. American teachers would not get involved in helping design life future for students, but rather, they would play the roles of mentor of students – giving attention to students’ daily learning problems, and offering their help and suggestions. These caring relationships will foster both the desire to learn and the desire to be a good person. They are able to weave a complex web of connections between themselves, their subjects, and their students, so that students can learn to weave a world for themselves. The methods used by them vary widely: lectures, collaborative problem-solving. The connections made by American teachers are held not in their methods but in their hearts -- the place where intellect and emotion and spirit will converge in the human self.

7.2 Government’s management and research for bilingual education

The American government specifically drew up a series of policies and plans for bilingual education as the subject of priority for development and research. The plan also lists some problems which are related with bilingual education and need to be resolved. The American government takes Bilingual education both as a social systematic project and a complicated educational systematic project, and, therefore, reinforces its macroscopic regulation and supervision for bilingual education, the purpose of which is to allow full play to the initiative of local social organizations in

development of character education, and in the meantime, to reduce the blindness of people's engagement in education. The mechanism of management and research in Chinese bilingual education remains much rooms for improvement. The development of bilingual education not only needs the support from policy and law but also needs financial support from government. The participation of Chinese social organizations in the bilingual education is far from achieving the social effects as a whole, and much of efforts in developing bilingual education have still been made by Chinese government alone, which is very difficult to accomplish the task of constructing a relatively perfect mechanism of bilingual education. It is because there have been so far no specific policy for bilingual education that Chinese government is not likely to financially support bilingual education as the U.S government does. The first step of management mechanism is to set up and improve the system of educational assessment, which is a key link to verify and guarantee the quality of bilingual education. Secondly, the Chinese government needs to establish a set of complete national scientific system of assessment for bilingual education in order to promote the orderly and healthy development of it.

8. Conclusion

With China entering an intellect-based economic era today, the bilingual education has been taken as an important education policy to revitalize China by virtue of education and science. The importance of bilingual education has gone beyond the significance of education itself both in terms of its theory and in terms of its practice. Chinese education is centered on the book knowledge with academic examination as its major focus, which is not instrumental to the cultivation of creative capability. bilingual education takes deliberate steps to cultivate intellectual virtues through every phase of school life—the relationships among peers, the content of the curriculum, the process of instruction, the rigor of academic standards, the environment of the school, the conduct of extracurricular activities, and the involvement of parents. Educational systems today are focused on raising standards of academic achievement. However, as we consider the world in which we live, we understand the importance of helping students to learn much more than the subjects they study. Appropriate environments, activities, the arts, and service projects can help students to learn responsibility, compassion, integrity, civility, leadership and cooperation. These and other elements of healthy, well-developed education system can be learned by example and opportunity to exercise them. Everything that happens in the life of the school is instructive, because everything affects the healthy growth of students. It will be advisable for us to learn and make a research into America's bilingual education, for there exist great differences between two countries on either teaching idea of education or teaching mode. The American bilingual education system has a lot of useful practices for us to borrow and learn. The different cultural tradition of America and China affects two countries' ideas and concepts of bilingual education. We hope that Chinese bilingual education will get much improvement by drawing on the beneficial experiences of American bilingual education system.

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Congruency of Mind between Lecturers and Students in Engineering Disciplines

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Abstract

The discrepancy of learning styles between lecturers and their students can affect academic achievements. Therefore, this study is done to identify the congruency of learning styles between lecturers and students using Gregorc Mind Style Model (1982). In addition, this study is to discover the attributes that influence the mind styles based on gender and academic specialization. Gregorc Style Delineator is (GSD) used to identify the mind styles of 269 lecturers and first year students in University Tun Hussein Onn Malaysia (UTHM), randomly and clusterely selected. Chi Square Test is used to determine the differences in mind styles of lecturers and students. T-Test and ANNOVA is also done to identify the influence of gender and academic expertise in determining mind style. This study showed that the congruency of mind styles exists between lecturers and student. The findings suggested that lecturers should consider multiple factors in gender and academic specialization for the effectiveness of teaching and learning process.

Keywords: Mind Style, Gregorc Style Delineator (GSD), Lecturers, Students

1. Introduction

Students who are new to the higher learning institutions seldom realize the importance of learning skills (Habib, et al., 1994; Noordin, 1989). According to Noordin (1989), “first year students are having problems in learning” (p.3). These students are seeing difficulties in learning because they do not know their learning styles. Moreover, according to Rodolico (2002), those who do not know their learning styles, will be unsuccessful in their lives. Therefore, students should try to discover on how they should learn. Moreover, students cannot adapt to lecturers teaching styles instantaneously (Potter & Maccaro, 2000).

There is no straightforward terminology in learning styles. Traditionally, learning styles are habits on how people expand, store and accommodate their information. To be specific, learning styles are actually a generic concept that comprises of cognitive style, personality and sensory mode (Boyd & Murphey, 2004) that naturally becoming the dominant interest in learning (Wintergerst, et al, 2001). Learning styles are also a composition of cognitive, affective and psychological elements that indicate of how individual should interact and giving feedback on learning environment (Duff, 2000). Whenever a person displays preferences over a learning strategy, his or her individual style will immerse (Sizoo et al., 2005).

Besides students, lecturers also hold their own learning styles that are justified with their teaching styles (Brown, 2003; Thompson et. al, 2002) and they assumed that all students should be able to proceed along with their lectures (Yusof, et al; 2005). Therefore, lecturers learning styles can be detectable. Lecturers teaching styles will reflect their individual strengths and weaknesses. However, conflict will arise in the teaching and learning process, when students’ learning styles are different from lecturers’ teaching styles. The mismatch between students’ learning styles and lecturers’ teaching style is found to be constantly happening (Felder & Hendriques, 1995).

The dissimilarity of learning styles between lecturers and students tend to create boredom, absenteeism and low motivation in students, which to the worst extreme they even dropped from school. Lecturers are facing with low grades, absenteeism, depressing class and even being hated by students (Felder & Silverman, 1988; Felder & Henriques, 1995). Worst still, most lecturers have no intention to teach and accommodate the complexities of students learning styles (Stitt-Gohdes et al., 1999), even though “extensively finding from previous researches have proven that lecturers’ teaching styles influence students’ achievement in classroom” (Miller, 2005; p.288).

Hence, this study is done to discover the congruency of learning styles between lecturer and first year students using Gregorc Mind Style Model (1982). Other objective of the study is to reveal the attributes that influence mind style based on: (a) gender and (b) specialization area.

2. Theoretical framework of study

According to Gregorc Mind Style Model (1982), human mind encompasses of two dimensions that can naturally accept and relate information in efficient and effective manner. The two dimensions are the perceptual qualities and the ordering qualities. Perceptual qualities are how individuals perceive and receive information while the ordering qualities are how individuals arrange information to make it applicable. The ability of perception is divided into two qualities, which are concrete and abstract. Concrete qualities enable a person to register information directly from the five senses such as audio and visual with no hidden meaning or making connections between the ideas or concepts. On the other hand, abstract qualities allow a person to visualize information using intuition and imagination, deals mostly with matters that are practical rather than physical and seem to be beyond one’s feeling and viewpoint.

As for the ordering abilities, two other qualities are highlighted such as sequential and random. Sequential qualities allow the mind to organize information in a linear or systematic manner. Individuals that hold this mind pattern needs planning. Random qualities let the mind organize information in a non-linear manner and in no particular order. Individuals that have these qualities may often be able to skip steps in procedure and still produce desired results. Gregorc (1982), have gathered two continuums that centered from *concrete* to *abstract* (perceptual ability) and from *sequential* to *random* (ordering ability). This made the four mind styles combinations of the perceptual and ordering ability, which are: (i) *Concrete Sequential* (CS); (ii) *Concrete Random* (CR); (iii) *Abstract Sequential* (AS); and (iv) *Abstract Random* (AR). The Mind Styles Profile is shown in diagram 1.1(Gregorc, 1982).

According to Gould and Caswell (2006), CS individuals are equivalent to physical and hands-on structured activities and can be predicted (example: technician), while AS individuals like activities that deals a lot with reflective thinking, rationalization and intellectual connection (example: academician). Those with AR mind styles, are inclined to on physical activities that stresses on emotion and creativity (example: poet) while CR individuals are more interested in research and risky activity (example: film craftsman). Gregorc (1982) stated that no one has a pure mind style. Some people will have combination of more than one particular mind style and or bimodal. These individuals have special precedence on learning because of their flexibility in their intercommunication with lectures and learning environments.

Insert Diagram 1.1 about here

3. Literature review

Orr, Park, Thompson and Thompson (1999) have done a study A study has been done by Orr, Park, Thompson and Thompson (1999) regarding students' predominant learning style using Gregorc Style Delineator (GSD) on post secondary students from business education, health occupation, and trade and industry background in Arkansas. The main focus for the study was the differences in terms of work experience, academic background and gender. Their findings showed that Concrete Sequential (24%) learning style is the dominant style for the students, followed by Concrete Random (13%), Abstract Random (12%) and Abstract Sequential (4%). In addition, in the same analysis, most students were found to be bimodal (43%), 1% is trimodal and 3% with no dominant learning styles at all.

Three years later, Thompson et.al (2002) has done the same study to the lecturers in the same post secondary institutes. They found that, the lecturers also embraced the same predominant style as the students which was the Concrete Sequential. Most lecturers (50%) had a bimodal mind style that favored Concrete Sequential and Abstract Random.

Gregorc Style Delineator (GSD) had also shared a criticism on the validity of the instrument. Harasym et al. (1995) have used GSD on the Nursing students in Human Anatomy and Physiology course by comparing two factors; examination score and learning styles. Findings showed that there were no relationship between GSD and achievements of students. The researchers recommended to discontinue using GSD as an indicator of learning styles. However, their findings indicated that learning styles should be ranked in the following order: CS > AR > AS > CR.

In spite of the criticism from Harasym et al. (1995), on the validity of GSD; Moss et al. (2002) have a different stance on the issue. They found connection between GSD learning styles and students' performance in agricultural economics.

Miller (2005) agreed with Moss et al. (2002). Miller (2005) had compared the Gregorc Style Delineator (GSD) with Kolb Learning Style Inventory (LSI) in identifying students learning styles in computer based instruction. In her finding, Miller stated that students achievement was influenced by GSD while none was found to be related to Kolb LSI. Most of the students were identified as Concrete Sequential. This finding shared the same outcome with Moss et al. (2002) and Orr et al (1999).

In a study done by Gould and Caswell (2006), they identified that athletic training students carried the mind style as followed: Concrete Sequential (44.5%) > Abstract Random (27%) > Concrete Random (18%) > Abstract Sequential. On the other hand, the lecturers hold the mindstyle as followed: Concrete Sequential (58.1%) > Concrete Random (25.6%) > Abstract Sequential (9.3%) > Abstract Random (7%). This finding showed that, there is a congruency in the mind style of students and lecturers, Gould and Caswell also pointed out that gender factor only influenced by AS and AR mind style.

All of these findings implied that there is no concrete learning style to measure individual preferences in learning. Wintergerst et al. (2001), stated that researchers are having difficult time in trying to determine the best concept of learning styles. However, according to Gregorc (1982), each individual is unique and complex. Therefore one should be tested to know what is in their mind and how they learn things.

4. Methodology

4.1 Case study

Three hundred (300) questionnaires were being distributed to lecturers and students using random and clustered sampling. Only two hundred sixty nine (269) questionnaires were returned back and completely answered. From the actual sampling returned, 37 (13.8%) were lecturers and 232 (86.2%) were students. All samples were gathered from lecturers and students from these respective faculties: (i) Faculty of Electrical and Electronic Engineering; (ii) Faculty of Mechanical and Manufacturing Engineering; and Faculty of Technical Education. From the total respondents, 21.6% (n = 58) was from the Faculty of Electrical and Electronic Engineering, 32.3% (n = 87) was from the Faculty of Mechanical and Manufacturing Engineering, and 46.1% (n =124) was from Faculty of Technical Education. The distribution between gender in this study was almost equal with 50.2% (n =135) male respondents and 49.8% (n = 134) respondents were female.

4.2 Instrumentation

Gregorc Style Delineator (GSD) (Gregorc, 2004) has been used in this study. Demography such as respondents' marital status (lecturers and students), ethnicity, expert area and gender information were also obtained from the respondents.

GSD was minimally altered in accordance to the study taken. GSD is a self-evaluation instrument that was designed to help adults to identify and recognize their own mind styles by accepting and stating information efficiently and cost-effectively (Gregorc, 1982). It contains 10 sets of words arranged in matrix and each set represents four words of the four attributions of individual mind style. Respondents were required to rank the attributes from 1 being less descriptive to 4 being the most descriptive. There was no right or wrong answer in the selection of attributes and there were not going to be the exact score in each set of words. The rearrangement of score of each questions answered by respondents will determine the mind style. Total score of 27 and above showed a dominant mind style. The average

mind style is between 16 to 26 and a weak mind style falls between 10 to 15. Nevertheless, respondents might be having more than one mind style that is dominant to them (refers to bimodal or trimodal) or they might not have any mind style that is dominant to them, if their total mind style score do not even reach 27 (Gregorc, 1982).

The reliability of GSD has been tested with an internal consistency; Alpha Cronbach. The consistency was done between first test and second test through the correlation coefficient of the pre-post test. Gregorc (1982) reported that Alpha Cronbach values were between 0.89 and 0.93 and correlation coefficient between first and second test were from 0.85 to 0.88 for the entire mind styles tested (Thompson et al., 2002).

4.3 Data Analysis

Descriptive statistics is used in table form that showed frequency distribution of the respondents mind style. Chi Square Test is used to identify the difference of mind style between lecturers and students. T-Test and one-way analysis of variance (ANOVA) was also convened to determine whether mind styles were influenced by gender or academic capability. For this study, all data analysis was conducted by using Statistical Package for Social Science (SPSS).

5. Findings

5.1 Pre-dominant Mind Style of Lecturers and Students

Out of the 269 respondents, 123 (45.7%) is unimodal, 131 (48.7%) is bimodal and 5 (1.9%) is trimodal. Beside that, 10 (3.7%) respondents have been identified having dominant mind styles. All lecturers are reported to have at least one mind style that is dominant (Table 1.1). In general, the highest mind style that is dominant among respondents is AS (n = 54 or 20.1%)

For the group of lecturers, the predominant mind style is the AS, which are 15 (40.5%) respondents are reported to have a unimodal mind style. Lecturers that have a unimodal magnitude accordingly are, CS (4 or 10.8%), while AR and CR is 1 (2.7%) respectively. The distribution of students mind style is found to be more varied. Out of the 232 students in this study, 102 (44.0%) have a unimodal mind style, 116 (50%) are bimodal, and 4 (1.7%) are trimodal.

On the other hand, 10 (4.3%) are reported not to have a dominant mind style. In general, AS has predominantly become the mind style of 39 (16.8%) students. The “chalk and talk” style of teaching is believed to be the factor for the increasing number of AS mind style.

5.2 Dissimilarities between Mind Style of Lecturers and Students

In order to measure out the significance difference of mind style between lecturers and students, Chi Square Test is being used. The number of respondents that are bimodal and trimodal are grouped into unimodal such as CS, AS, AR and CR based on the respondents' mind style (Table 1.1).

From the Chi Square Test, there is a significant difference between mind style of lecturers and students [$\chi^2(3) = 10.145$, $p = .017$]. The analysis from the standardized residual showed that lecturers tend to have AS mind style more than what is expected of them (Table 1.2).

Insert Table 1.1 about here

Insert Table 1.2 about here

Insert Table 1.3 about here

5.3 Mind Style According to Gender

According to Table 1.4, male score is higher in CS and AS categories and female score is higher in AR and CR categories. The T-Test indicated that there is a significant difference in AR mind style between genders. [$t = -3.858$, $df = 267$, $p = .00$].

Insert Table 1.4 about here

Further observation demonstrated that female have a tendency toward AR compared to male. For AS mind style, the mean gathered from Faculty of Electrical and Electronic Engineering (Min = 24.67 ± 4.302) showed a significance difference compared to Faculty of Mechanical and Manufacturing Engineering and Faculty of Technical Education [$F(2,266) = 6.384$, $p < .05$]. ANOVA also found that the mind style is influence by both AR [$F(2,266) = 3.480$, $p < .05$] and CR [$F(2,266) = 3.324$, $p < .05$].

6. Discussion and recommendation

Findings from the study showed that both lecturers and students have a predominant AS mind style compared to the other three mind styles. This finding is not congruent with most previous researchers' findings that discover that CS is the dominant style (Gould & Caswell, 2006; Thompson et al., 2002; Potter & Maccaro, 2000; Orr et al., 1999; Harasym, et al. 1995). This research does not support the pioneer of the model, Gregorc (1982) since his statement indicate that generally, most individuals are CS. Collectively, the findings might signify an inaccuracy in specific population.

However, the sequential bipolar component is still congruent with the previous findings. It can be concluded that, lecturers and students tend to teach or learn and organize information in a structured manner.

Results from the findings show some conducive remarks. Firstly, most lecturers and students are more towards AS mind style. This indicates that the lecturers and students favor lectures, intellectual experience and imagination, analytical and logical approach, rational and theoretical values.

Secondly, it should be noted that more than one-third of the lecturers (40.5%) are AS mind style. Students mind styles are varied. Lecturers should be accountable by not going through the process of teaching and learning simply based on their mind style in view of the fact that the students that have different mind style will be left out in the process of learning.

Thirdly, in this study, more than half of the students are bimodal (50.1%) and not many of them are trimodal (1.7%). This finding support Gregorc (1982) claim that indicates individuals might has more than one dominant mind style or none at all. This scenario has given extra advantage to lecturers in terms of flexibility when dealing with their teaching reflection process.

Statistics shows that some students (10%) do not even have dominant mind style. The study of Orr et al. (1999), showed the same findings, even no further explanation was discussed on the issue. These 'minority' studies did not prioritize the teaching and learning environment but was quite flexible in the environment around them. According to Gregorc (1982), these groups "have the ability to bridge with medium capacity through two dominant mind styles – ability to perceive and ability to organize" (pg 6). Therefore, psychologically these groups do not have a strong trait to use any mind style that they are comfortable at. Knowing that, it should be understood that other factors are should be taken under consideration in determining their learning styles for the benefit of active and reflective teaching.

The Chi-Square Test derived from convergent observation on dominant mind style, indicated lecturer mind style and students do not congruent with one another. This finding was interestingly translated that mind styles are influenced by academic roles. Even though lecturers and students are included in the education community, they are different in their academic roles. Traditionally, students are seen as a group of people that are learning and lecturers are viewed as the provider of information. Gould and Caswell (2006) also agree to some extent that academic roles have a direct influence on mind.

There is still a limitation for this research. The strategy and approach used by lecturers during teaching are not considered in this research. This research specifically does not differentiate the strategy and approach in teaching on students mind style. For example, a lecturer with AS mind style might not be teaching in abstract ways or in a structured organized environment. The scope of this research is limited to cognitive aspect modeled after the Gregorc Mind Style (1982). Further studies should be done to isolate the mode of teaching with style of teaching.

Some of the suggestions for further research are to urge lecturers to take some initiatives to adjust their teaching styles with students learning styles. For this research, the target respondents are the first year students. According to Habib et al. (1994) and Noordin (1989), first year students are still fresh in their exposure of learning in higher institutions. Therefore, they should be given better exposure on the concept of learning. As a start, lecturers should play a role of professional guidance by emphasizing the needs of learning based on their individual learning styles. Lecturers will have no problem in handling this matter based on the empirical study from Gregorc Mind Style Model (1982). Academicians have the tendency on the AS mind style that focus more on reflective thinking such as rational, analytical and intellectual expressions.

For this research, gender had the influence on learning styles when compared to biological factors. The result of the research also stated that, gender only had the influence on AR mid style. Female tend to have AR mind style compared to male. The finding also means that gender factor should be considered when the in congruency happens between lecturers and students. Some believe that male students do not perform well in their academics because lecturers use teaching styles that are favored by female students (Mohd Jelas et al. 2005). AR individuals are not interested in physical task but like to reflect with their emotional and harmonious surroundings. They have the ability to interact well with other people. A new learning strategy should be implemented without favoring the feminist or masculine group. A question is derived from the finding that argues: "Do the selection of certain profession are influenced by gender or mind style?"

Hence, two substantial groups emerge when comparing mind style with academic field. Generally, AS mind style is dominant over others. The groups from Faculty of Mechanical and Manufacturing Engineering and Faculty of Technical Education tend to have AS mind style. While the group from Faculty of Electrical and Electronic Engineering dominates CS mind style. This finding indicates that the group from the Faculty of Electrical and Electronic Engineering is expected to do tasks that are physically challenged, hands-on, structural and properly organized. This tendency is exactly describe the engineering students that are concrete, pragmatic and obey the rules. Therefore, these characteristics are the dominant factors that contribute to the highest score in CS domain for the Faculty of Electrical

and Electronic Engineering. On the other hand, the group from Faculty of Mechanical and Manufacturing Engineering with the Faculty of Technical Education are more on the AS mind style that are more conceptual and analytical. However, these groups still need to follow clear, well planned and organized instruction like the group from Faculty of Electrical and Electronic Engineering.

Contextually, significant differences of mind style exist between these three faculties. However, Faculty of Technical Education is consistent with Gregorc Mind Style Model (1982) even though the other two engineering faculties have shown some contradiction between one another. This indicates that other dichotomy exist and influence the teaching and learning processes. For instance, the management style, organizational climate are the extrinsic factors that contribute to the teaching and learning process. This information is vital in providing the sources to plan teaching and learning process strategically. Some lecturers of Faculty of Electrical and Electronic Engineering are AS mind style and can teach mechanical students in intellectual and conceptual approach with abstract structure. Most electrical topics are designed with abstract characteristics.

The findings from this research indicate that most respondents and their expectations falls under the category of AS, and the consistency in teaching and learning process comes from the environment that are logical, analytical, intellectual and structured. However, collaborative activities should be encouraged so that students will work together to obtain various mind style for synergizing atmosphere. Students have the potentials to tolerate other mind style during class activities and assignments. This situation serves some advantages especially to freshmen that are still new to campus life. By experiencing various mind style in class, students will have a sense an awareness to face the challenging education world. By taking this approach as potential 'modus operandi', the Problem Based Learning (PBL) and Project Oriented Based Learning (POPBL) are, guarantee to give satisfaction in their learning.

7. Conclusion

Students can be responsible for their learning if they were given priority on how to decide the best way to learn. From a contradiction perspective, this should be done by analyzing their learning styles and the learning climate that conducive to learning. Being able to identify their own learning styles will enable them to access their own learning strategy. The content of the curriculum delivered by lecturers should reflect the need of multidimensional understanding on how subjects should be taught and how students should learn.

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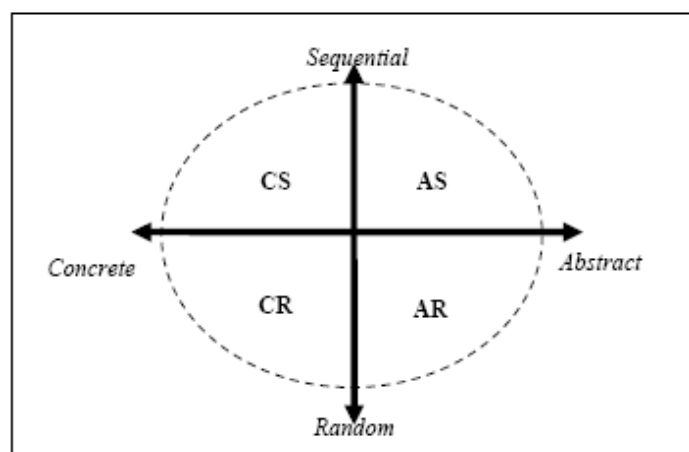


Diagram 1.1 Gregorc Mind Styles Profile (1982)

Table 1.1 Mind Style Frequencies and Percentage between Lecturers and Students

Dominant Mind Style	Frequency		Total n (%)
	Lecturer n (%)	Student n (%)	
CS	4 (10.8%)	13 (5.6%)	17 (6.3%)
AS	15 (40.5%)	39 (16.8%)	54 (20.1%)
AR	1	27	28

	(2.7%)	(11.6%)	(10.4%)
CR	1	23	24
	(2.7%)	(9.9%)	(8.9%)
CS-AS	6	31	37
	(16.2%)	(13.4%)	(13.8%)
CS-AR	1	16	17
	(2.7%)	(6.9%)	(6.3%)
CS-CR	1	13	14
	(2.7%)	(5.6%)	(5.2%)
AS-AR	3	20	23
	(8.1%)	(8.6%)	(8.6%)
AS-CR	3	18	21
	(8.1%)	(7.8%)	(7.8%)
AR-CR	1	18	19
	(2.7%)	(7.8%)	(7.1%)
AS-AR-CR	1	1	2
	(2.7%)	(0.4%)	(0.7%)
CS-AS-AR	-	2	2
		(0.9%)	(0.7%)
CS-AS-CR	-	1	1
		(0.4%)	(0.4%)
None	-	10	10
		(4.3%)	(3.7%)
Total, n	37	232	269
(%)	(100.0%)	(100.0%)	(100.0%)

Table 1.2 Single Category of Mind Style Frequency and Percentage

Dominant Mind Style	Frequency		Total (%) n = 269
	n		
	(%)		
	Lecturer n = 37	Student n = 232	
CS	12 (32.4%)	76 (32.8%)	88 (32%)
AS	29 (78.4%)	112 (48.3%)	141 (52.4%)
AR	7 (18.9%)	84 (36.2%)	91 (33.8%)
CR	7 (18.9%)	74 (31.9%)	81 (30.1%)

Notes: Total and percentage exceed 100% due to combination of two or three mind style of bimodal or trimodal respondents.

Table 1.3 Observed and Expected Mind Style Frequency

Mind Style	Lecturer			Student		
	Expected	Observed	Standardized Residual	Expected	Observed	Standardized residual
CS	12.1	12	.0	75.9	76	.0
AS	19.3	29	2.2	121.7	112	-.9
AR	12.5	7	-1.6	78.5	84	.6
CR	11.1	7	-1.2	69.9	74	.5

Notes: Total frequency exceed the real value of respondents (n = 269) due to combination of two or three types of mind styles of bimodal or trimodal based on single mind style; significant level $p=.05$.

Table 1.4 Mean and standard deviation of mind style and gender

Mind Style and Gender	Mean	SD	t	P value
CS:				
Male	25.56	4.756	1.303	.194
Female	24.81	4.681		
AS:				
Male	26.73	4.154	1.956	.051
Female	25.72	4.308		
AR:				
Male	23.79	3.840	-3.858	.000*
Female	25.59	3.798		
CR:				
Male	23.91	4.686	-.422	.673
Female	24.13	3.952		

Note: Male, n = 135; Female, n = 134; * $p<.05$ (2-tailed).



On the Causal Attribution of Academic Achievement in College Students

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Abstract

Based on causal attribution theory, we investigated the characteristics of causal attribution of academic achievement, expectancy change and emotional response in college students via a questionnaire survey. It was found that: (1) College students had different attributions on success and failure. Differences among students' grades and that between success and failure were significant while differences between genders were not significant. (2) College students had higher expectation when they came across failure, and they were willing to work hard to make progress. (3) College students would feel gratified and proud after success. They would feel compunctious and depressed after failure. Their emotional responses were stronger when they succeed.

Keywords: College students, Achievement attribution, Expectancy changes, Emotional response

1. Introduction

The causal attribution theory hypothesizes that within the scope of academic achievements, the motivation for "seeking understanding" causes students to make attributions toward their success or failure in studying. Such attributions will result in changes in expectations and emotions, which affects the individuals' motivations for learning and then their academic achievements.

Based on the previous studies, Weiner (1979), theoretician of attribution theory, proposes a three-dimensional attribution model of behaviour. He contends that the attributions toward success or failure are of great importance to understand achievement behaviour. In addition, people display different characteristics when they make attributions toward success and failure.

Since Weiner put forward his model, much research has been done on the causal attributions toward success and failure within the scope of academic achievements within and outside China. Researchers have found that students have different inclinations for success and failure, and there exist differences in causal attributions in terms of grade and gender. Unfortunately those studies were mainly conducted among students in primary and middle schools. Research targeted at college students has been so far sporadic. A systematic research into causal attributions on the part of college students is needed. Thus, based on causal attribution theory, the present author intends to investigate causal attributions, expectancy change and emotional responses of Chinese college students.

2. Methodology

2.1 Subjects

Totally, 1,400 subjects ranging from freshmen to seniors were selected from two universities in Yantai, Shandong Province. After subjects with invalid and incomplete data were rejected, 1,314 subjects were left. The number of subjects in each grade goes like as follows: 349 freshmen, 336 sophomores, 336 juniors and 293 seniors. The students in the same grade are similar in their ages and academic proficiency on the whole.

2.2 Instrument

A questionnaire survey was adopted in the present study. The causal attribution scale is consisted of two sub-scales: a success one and a failure one, each presenting the presumptive situations of successful and failure situations within the scope of academic achievements. The success and failure questionnaires are made up of three parts respectively: causal attribution, expectancy change, and emotional responses.

2.2.1 Causal Attribution Part

This part is designed according to the 2 X 2 X 2 causal dimensions, including 8 sub-scales: ISC (internal, stable, controllable, e.g. persistent diligence), ISU (internal, stable, uncontrollable, e.g. learning abilities), IUC (internal, unstable, controllable, e.g. temporary diligence, hasty cramming), IUU (internal, unstable, uncontrollable, e.g. mood, improvisation), ESC (external, stable, controllable, e.g. teaching quality, teacher's prejudice), ESU (external, stable, uncontrollable, e.g. the difficulty of the test paper), EUC (external, unstable, controllable, e.g. help from others), EUU (external, unstable, uncontrollable, e.g. luck). There are four questions in each scale. The total number of questions is thirty-six, including four questions for testing whether the subjects told a lie. Each question is followed by a five-point rating scale, ranging from absolutely incongruous (1 point) to absolutely congruous (5 points). The higher the point is, the more effect this factor has on success or failure.

2.2.2 Expectancy change Part

Two questions were designed in this part, which are "Do you think you can pass the next examination?" and "Would you like to work hard to make progress in your study?" The purpose was to investigate their expectation for future studying. The five-point rating scale was also used here.

2.2.3 Emotional Response Part

According to the characteristics of emotional responses, four aspects were recognized: gratification, pride, gratitude, excitement in the successful situations and guiltiness, self-abasement, resentment, bemoaning in the failure situations.

The calculating result of the homogeneity of the questionnaire was 0.813, which showed this questionnaire proper was a reliable instrument with a high internal validity.

2.3 Procedures

The test was conducted during the evening self-study time. Questionnaires for success and failure were delivered every other week. The test order in the two universities was converse so as to eliminate the effect of the questionnaire order. The software SPSS 10.0 for Windows was used to analyze the collected data.

3. Data Analysis and Results

3.1 General characteristics of causal attribution displayed by college students

Table 1 shows the values of mean and standard deviation of the eight aspects in the successful and failure situations.

Insert Table 1 Here

From Table 1 it can be seen that: in the success situations, college students are aware of factors like teaching quality and persistent diligence, etc, while factors like luck and help from others are not considered as the main causes for success in examinations; in the failure situations, college students are aware of factors like poor improvisation, the difficult degree of test papers, and bad luck, while factors like poor teaching quality, lack of hard work are nor regarded as the main causes for poor performance in examinations. It can be concluded that in the success situations, college students mainly attribute the examination results to external factors, less to the internal factors; conversely, in the failure situations, they tend to attribute the results to internal factors, less to the external factors. Besides, ability is not the main factor affecting the academic achievements of college students, which is much different from that of students in primary and middle schools.

3.2 Variance analysis of causal attributions toward academic achievements in college students

We made the 2x4x2 multiple covariances analysis of gender (male, female), grades (1st year, 2nd year, 3rd year and 4th year), and performance (success, failure), in hopes of finding out the differences in causal attributions among college students in different grades and of different genders (see Table 2).

Insert Table 2 Here

From Table 2, it can be seen that upon the variance determining the causes, the factor of performance (success and failure) is significant. The factor of grade displays differences in ISU, IUC, EUC, ESU, and EUU, which shows that the factor of grade has an effect on causal attributions by college students. As regards "age", this factor plays an unimportant role in the causal attributions by college students. And the last point is the same with that found in students in primary and middle schools.

On the aspect of mutual effect, the co-effect of gender and performance (success and failure) has great influence on the awareness of ISC, IUC, IUU, ESC, ESU by college students. The co-effect of performance (success and failure) has great influence on the awareness of ISC, ISU, IUU, ESC, EUC, EUU, but the factor of performance (success and failure) dominates. The co-effect of gender and age has little influence on the eight aspects.

3.3 Causal attribution and expectancy for success in college students

There exists an internal relationship between the stable causal attributions of reasons and expectations for success. Weiner (1979) points out the stable causal attributions of reasons will affect the continuation of expectations for success. If the students attribute their academic achievements to stable reasons, they will have less expectation for changing the present results. If the students attribute their academic achievements to unstable reasons, they will have more expectation for changing the present results. Table 3 and 4 show the test results of means, standard deviations and variance analysis of success and failure for the change of expectations.

Insert Table 3 Here

Insert Table 4 Here

From Table 4, it can be seen that upon the aspect of being successful or not, gender makes little difference while grade and performance show much difference. From 1st to 4th year, college students have more and more confidence, and they think they can succeed in the future. On the mutual effect aspect, the value F is so significance.

Upon the aspect of being willing or not, gender, grade and performance all reach the significance level. Whether to be successful or not, male college students are more willing than females to work hard so as to make progress in studying. In addition, students in higher grade, female or male, are willing to work hard on their study. And they have more expectation when they fail. However, on the aspect of mutual effect, the significance level does not come up.

3.4 Characteristics of emotional responses of college students

Within the framework of causal attribution theory, cause on each dimension can be connected with a group of particular emotional responses. Considering the ways and characteristics of emotional expressions of Chinese college students, we selected a group of emotions corresponding with the tendency in causal attributions in the present study. We selected pride, gratification, gratitude, excitement in the successful situations and self-abasement, guiltiness, resentment, bemoaning in the failure situations.

It is found that within the range of academic achievements, college students mainly have emotions of gratification and pride when they succeed, and guiltiness and bemoaning when they fail. The variance analysis shows that there exist main effects on emotional responses of gratification-guiltiness and gratitude-resentment. Except for excitement-bemoaning, there exist significant differences in the other three groups of emotional responses. On the aspect of mutual effect, the co-effect of grade and performance (success or failure) has main effect on the emotional responses of pride- self-abasement and gratification-guiltiness (see Table 5).

Insert Table 5 Here

Besides, the T-test of gender differences shows that upon the successful results, male students have more gratitude ($t=2.817$, $p<0.005$) and more pride ($t=2.781$, $p<0.005$) than females; upon the failure results, female students significantly have more self-abasement ($t=2.795$, $p<0.01$), more guiltiness ($t=4.927$, $p<0.001$), and more bemoaning ($t=4.724$, $p<0.001$). Other differences concerning gender are not so significant.

4. Discussions

4.1 Tendencies in causal attribution toward academic achievements of college students

The present study finds out that there are differences in the characteristics of causal attributions toward success and failure on the part of college students. Specifically speaking, such differences lie in the different orders of the eight main reasons affecting success and failure as well as the significant effects of the successful or failure results. There are similarities and differences in the characteristics of causal attributions displayed by college students and that of students in primary and middle schools.

First of all, because of differences in knowledge, maturity, and growth, there are significant differences in causal attributions toward academic achievements in college students and students in primary and middle schools. The present author argues that such differences are in agreement with their cognitive maturity. College students in higher grades, after succeeding or failing many times, have developed a relatively stable self-concept. They have stable understanding of the reasons for their success or failure in their studying.

Secondly, it is the Chinese traditional culture that affects the causal attributions of the students. The spirit of humility makes the students modest when they succeed. So they tend to attribute their success to external factors, esp. the improvement of teaching quality. Such a "humble" character penetrates the whole process of causal attributions, which is unique of Chinese students. In our previous studies, we have verified this point. But further investigation still needs to

be made.

Last but not least, college students have the encouragement to shoulder their responsibility when confronted with failure. Facing with failure, college students consider that their internal factors cause the poor results, which is the specific representation of having responsibility for studying. In other words, there does not exist the self-interest variance of causal attributions in college students. And they are very different from students in primary and middle schools in this case.

4.2 Expectations for success of college students

According to causal attribution theory, the factor of cognition is the main condition for the increase or decrease in expectations. If the student has great hope for his future study, he will be full of confidence and work hard. It is found in the present study that college students are apparently aware that the failure results can be changed and they are willing to make great efforts to achieve future success. This is the same with the expectancy change of students in primary and middle schools. The underlying factor is the traditional education in China.

4.3 Characteristics of emotional responses of college students

In the successful situations, college students consider that constant diligence is of greater importance and they have emotions of gratification and pride. In the failure situations, they consider that improvisation is more important, and they feel guilty and depressed. In addition, college students would not like to accept the negative emotions after failure. So they show significant emotional responses after success. One possible reason is that during the four-year college time, failure in examinations is few so that they do not display strong negative emotions after failure. Of course, further research needs to be done in the future. Moreover, facing with success, male students have stronger positive emotional responses than female students, while female students have stronger negative emotional responses when confronted with failure. This phenomenon deserves special attention. Perhaps it is connected with the whole social atmosphere and traditional values.

5. Conclusion

Here are the major findings of the present study: (1) College students display different causal cognition toward success and failure. In the successful situations, they tend to attribute the results of examinations to external factors, while in failure situations, they tend to attribute the results to internal factors. (2) The characteristic of causal attributions toward success and failure by college students is significant in the parameter of "grade". Besides, on the variance determining various causes, the effect of success or failure is obvious. (3) The parameter of "gender" has little effect on causal attributions toward academic achievements. (4) As regards expectations, there exist significant levels in different grades and differences in the successful or failure results. The higher their grade, the more willing they are to work hard. Facing with failure, college students have more expectations. (5) When they succeed, college students mainly have emotions of gratification and pride, with less excitement; when they fail, they mainly have emotions of guiltiness and bemoaning, with less resentment. And they have stronger emotional responses after succeeding.

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Table 1. The overall means and standard deviation values of the causal attributions toward success and failure in college students

Causes							
ISC	ISU	IUC	IUU	ESC	ESU	EUC	EUU
Results $M \pm SD$	$M \pm SD$	$M \pm SD$	$M \pm SD$	$M \pm SD$	$M \pm SD$	$M \pm SD$	$M \pm SD$
Success 3.429 \pm 0.6833	3.310 \pm 0.680	3.421 \pm 0.634	3.486 \pm 0.671	3.538 \pm 0.681	3.232 \pm 0.585	3.139 \pm 0.603	3.132 \pm 0.616
Failure 2.651 \pm 0.762	2.713 \pm 0.775	2.612 \pm 0.716	2.886 \pm 0.787	2.592 \pm 0.736	2.849 \pm 0.661	2.767 \pm 0.667	2.834 \pm 0.663

Table 2. Variance analysis of the eight aspects in gender, grade and performance (Value *F*)

Cause	Main Effect			Mutual Effect			
	Gender	Grade	Performance	Gender X Performance	Gender X Grade	Performance X Grade	Gender X Performance X Grade
ISC	1.277	2.358	520.661***	5.975*	0.737	5.014**	1.885
ISU	0.008	6.508***	689.373***	0.915	1.286	5.444***	3.859**
IUC	0.004	5.028**	698.373***	6.515*	0.109	2.341	0.437
IUU	1.800	2.542	339.821***	5.576*	0.505	2.883*	0.653
ESC	1.971	0.440	840.052***	8.340**	0.417	14.747***	2.012
EUC	2.635	2.918*	179.299***	2.091	0.595	7.378***	2.929*
ESU	2.532	5.906**	211.984***	11.253**	0.727	1.163	4.175
EUU	0.928	10.453***	119.738***	0.303	2.535	7.324***	1.927

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$, (hereinafter the same)

Table 3. The means and standard deviation of the change of expectations on success and failure of college students

Grade	Success		Failure	
	Successful or not	willing or not	successful or not	wiling or not
	$M \pm SD$	$M \pm SD$	$M \pm SD$	$M \pm SD$
1 st year	2.174 \pm 0.884	1.713 \pm 0.801	2.300 \pm 0.990	1.828 \pm 0.931
2 nd year	2.241 \pm 0.945	1.830 \pm 0.896	2.297 \pm 0.989	1.967 \pm 1.028
3 rd year	2.238 \pm 0.902	1.776 \pm 0.867	2.354 \pm 1.085	2.017 \pm 1.111
4 th year	2.286 \pm 1.016	2.167 \pm 1.126	2.580 \pm 1.130	2.283 \pm 1.097

Table 4. The variance analysis of the change of expectations on success and failure of college students (Value *F*)

	Main Effect			Mutual Effect			
	Expectations	Gender	Grade	Performance	Gender X performance	Gender X Grade	Performance X Grade
Successful or not	0.070	3.461*	23.439***	0.873	1.998	2.375	1.141
Willing or not	8.267**	18.230***	24.435***	0.038	1.489	0.997	0.215

Table 5. The variance analysis of grade and performance results (success or failure) (Value *F*)

Emotions	Main Effect		Mutual Effect
	Grade	Performance	Performance×Grade
pride—self-abasement	0.683	168.809***	2.813*
gratification—guiltiness	3.518*	129.735***	4.364**
gratitude—resentment	6.511***	64.357***	0.403
excitement—bemoaning	1.977	0.111	1.363

Appendix 1. The Causal Attribution Questionnaire of College Students' Performance in Examinations (A)

Dear students,

We wish you could help us fill a questionnaire, which is about the reasons why you are SATISFIED with your scores. The answers are divided into 5 rankings, ranging from “absolutely congruous” to “absolutely incongruous”. Please answer each question honestly and frankly with the mark “√” according to your own experience. There are no “correct” answers. All the data collected will be highly confidential and will be used for the research only. Thanks for participating in our study.

College Name_____ Department_____ Grade_____ Gender_____ Age_____

You are from: city _____ countryside _____

	Absolutely Incongruous	Basically Incongruous	Not Sure	Basically Congruous	Absolutely Congruous
1 I feel calm when I take in examinations.	1	2	3	4	5
2 I have strong ability in analyzing and summarizing what the teacher teach in the class so that I grasp the main points.	1	2	3	4	5
3 The majority of my classmates do well in this subject.	1	2	3	4	5
4 The test paper is unexpectedly easy.	1	2	3	4	5
5 I never put off till tomorrow what can be done today.	1	2	3	4	5
6 Our teachers prepare and teach the lessons very well.	1	2	3	4	5

		Absolutely Incongruous	Basically Incongruous	Not Sure	Basically Congruous	Absolutely Congruous
7	I can finish the tasks of preview and revision given by the teacher.	1	2	3	4	5
8	I have a good memory so that I can remember what I have just learnt.	1	2	3	4	5
9	I take the revision lessons seriously and remember the key points before taking the examinations.	1	2	3	4	5
10	I feel energetic in examinations.	1	2	3	4	5
11	I have done some of the questions in the test paper during the revision period.	1	2	3	4	5
12	I am never absent-minded in class.	1	2	3	4	5
13	The contents of this subject are specific and connected with the reality.	1	2	3	4	5
14	The teacher will help us review what we have learnt before the examinations.	1	2	3	4	5
15	I will finish my homework consciously after class.	1	2	3	4	5
16	The lively teaching can appeal to us.	1	2	3	4	5
17	I won't go out with my classmates for relaxation during the revision period.	1	2	3	4	5
18	I did not come across catch questions.	1	2	3	4	5
19	This subject is easy to learn.	1	2	3	4	5
20	Someone will help me review what I have learnt before examinations.	1	2	3	4	5
21	I can concentrate on studying in my daily life.	1	2	3	4	5
22	I can guess what the teacher will test during the revision period.	1	2	3	4	5
23	I read carefully the requirements for each question and do revision when I am in examinations.	1	2	3	4	5
24	My classmates all study hard and we have a good learning atmosphere.	1	2	3	4	5
25	I will stop watching films during the examination period.	1	2	3	4	5
26	I have no burdens when taking the examinations.	1	2	3	4	5
27	I can understand thoroughly what the teacher teaches us.	1	2	3	4	5
28	Our teachers can specify the difficult points and key points.	1	2	3	4	5
29	I will try my best to solve difficult questions, not to turn hastily to others for help.	1	2	3	4	5
30	I have always interest in learning.	1	2	3	4	5
31	Good friends can help each other during	1	2	3	4	5

		Absolutely Incongruous	Basically Incongruous	Not Sure	Basically Congruous	Absolutely Congruous
	the revision period.					
32	I have a plan for my studying so that I can make reasonable arrangement of my time.	1	2	3	4	5
33	I feel ease when I do the questions in the test papers.	1	2	3	4	5
34	The teacher takes no prejudice to anyone when grading our test papers.	1	2	3	4	5
35	I have good foundation in studying so that I can grasp the basic knowledge in the textbooks.	1	2	3	4	5
36	I stay up late into night during the examination period.	1	2	3	4	5
37	I think I can do well in the coming examinations.	1	2	3	4	5
38	I am willing to work hard so as to make progress in studying.	1	2	3	4	5
39	When I hear the examination results this time, I feel:					
	(1) pride	1	2	3	4	5
	(2) gratified	1	2	3	4	5
	(3) grateful	1	2	3	4	5
	(4) excited	1	2	3	4	5

Appendix 2. The Causal Attribution Questionnaire of College Students' Performance in Examinations (B)

Dear students,

We wish you could help us fill a questionnaire, which is about the reasons why you are UNSATISFIED with your scores. The answers are divided into 5 rankings, ranging from "absolutely congruous" to "absolutely incongruous". Please answer each question honestly and frankly with the mark "√" according to your own experience. There are no "correct" answers. All the data collected will be highly confidential and will be used for the research only. Thanks for participating in our study.

College Name_____ **Department**_____ **Grade**_____ **Gender**_____ **Age**_____

You are from: city countryside

		Absolutely Incongruous	Basically Incongruous	Not Sure	Basically Congruous	Absolutely Congruous
1	I do not feel calm when I take in examinations.	1	2	3	4	5
2	I have poor ability in analyzing and summarizing what the teacher teach in the class so that I can not grasp the main points.	1	2	3	4	5
3	The majority of my classmates do not do well in this subject.	1	2	3	4	5
4	The test paper is unexpectedly difficult.	1	2	3	4	5
5	I always put off till tomorrow what can be done today.	1	2	3	4	5
6	Our teachers do not prepare and teach the lessons well.	1	2	3	4	5
7	I cannot finish the tasks of preview and revision given by the teacher.	1	2	3	4	5
8	I have a poor memory so that I cannot remember what I have just learnt.	1	2	3	4	5
9	I do not take the revision lessons seriously and cannot remember the key points before taking the examinations.	1	2	3	4	5
10	I feel tired in examinations.	1	2	3	4	5
11	I have never done some of the questions in the test paper during the revision period.	1	2	3	4	5
12	I am always absent-minded in class.	1	2	3	4	5
13	The contents of this subject are abstract and not connected with the reality.	1	2	3	4	5
14	The teacher will not help us review what we have learnt before the examinations.	1	2	3	4	5
15	I cannot finish my homework consciously after class.	1	2	3	4	5
16	What the teacher teaches does not appeal to us.	1	2	3	4	5
17	I often go out with my classmates for relaxation during the revision period.	1	2	3	4	5
18	I came across catch questions in examinations.	1	2	3	4	5
19	This subject is difficult to learn.	1	2	3	4	5
20	No one will help me review what I have learnt before examinations.	1	2	3	4	5

		Absolutely Incongruous	Basically Incongruous	Not Sure	Basically Congruous	Absolutely Congruous
21	I cannot concentrate on studying in my daily life.	1	2	3	4	5
22	I cannot guess what the teacher will test during the revision period.	1	2	3	4	5
23	I read carelessly the requirements for each question and do not do revision after I finish the test papers.	1	2	3	4	5
24	My classmates do not study hard and we have a bad learning atmosphere.	1	2	3	4	5
25	I will keep on watching films during the examination period.	1	2	3	4	5
26	I have some burdens when taking the examinations.	1	2	3	4	5
27	I cannot understand thoroughly what the teacher teaches us.	1	2	3	4	5
28	Our teachers cannot specify the difficult points and key points.	1	2	3	4	5
29	I will turn to others for help when I come across difficult questions immediately.	1	2	3	4	5
30	I have no interest in learning.	1	2	3	4	5
31	Good friends do not help each other during the revision period.	1	2	3	4	5
32	I have no plan for my studying so that I cannot make reasonable arrangement of my time.	1	2	3	4	5
33	I feel nervous when I do the questions in the test papers.	1	2	3	4	5
34	The teacher takes some prejudice when grading our test papers.	1	2	3	4	5
35	I have poor foundation in studying so that I cannot grasp the basic knowledge in the textbooks.	1	2	3	4	5
36	I do not stay up late into night during the examination period.	1	2	3	4	5
37	I think I can do well in the coming examinations.	1	2	3	4	5
38	I am willing to work hard so as to make progress in studying.	1	2	3	4	5
39	When I hear the examination results this time, I feel:					
	(1) self-abased	1	2	3	4	5
	(2) guilty	1	2	3	4	5
	(3) angry	1	2	3	4	5
	(4) depressed	1	2	3	4	5



Implementation of Scientific Outlook on Development and Promotion on Development of Knowledge-based Economy

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Abstract

Under the background of further world economic integration and speeding up of international industrial transfer, development of knowledge-based economy is a significant approach to establishing a harmonious society and realizing socialism modernization with Chinese characteristics and is a necessity for maintaining scientific outlook on development. Development of knowledge-based economy is a requirement for upgrading industrial structure and strengthening international competition. Development of knowledge-based economy can satisfy fundamental interests of the overwhelming majority of the people, correctly handle relations between all regions and industries, and promote sustainable and integrated development of national economy.

Keywords: Knowledge-based economy, Scientific outlook on development, Sustainable development

1. Development of knowledge-based economy is necessity for maintaining scientific outlook on development

The primary element of scientific connotation of scientific outlook on development is development, its core is people-oriented, its fundamental requirement is to comprehensively coordinate sustainable development and its basic means is unified planning. This is a succession and development of important thoughts on development by the three generations of the CPC collective leadership, a concentrated reflection of world outlook and methodology on development by Marxism, and a scientific theory which not only derives from the same origin but keeps pace with the times with Marxism-Leninism, Maoism and Deng Xiaoping Theory and the important thinking of Three Represents. Correct understanding of scientific outlook on development has an extremely important strategic meaning to promote establishment of Chinese modernization and to construct socialism with Chinese characteristics. The earliest concept and framework about “development” was connected with earlier modernization theory. Therefore, implementation of scientific outlook on development in the knowledge-based economy is both a necessity of further theoretical logic and a requirement for macro-development of economy and the society.

Knowledge-based economy is based upon production, distribution and use of knowledge and information. The most obvious difference between knowledge-based economy and industrial economy lies in the fact that prosperity of knowledge-based economy is no longer subject to quantity, scope and increment of resources, capital and hardware technology, but directly depends accumulation and application of knowledge. In 1983, Romer, Paul put forward that, in calculation of economic increasing, knowledge should be listed as production function, when it was the first time that knowledge was regarded as a production factor for constitution of foundation of economic activities. Particularity of knowledge factors lies in the fact that it is no longer affected by traditional factor marginal income decreasing principle in economics. On the contrary, it may reflect increasing of factor marginal income. Only ten years or so later, the field of economics regards knowledge as an intangible “the first means of production”. It has the basic characteristics of the first means of production: it gradually becomes the major motive and root of economic increasing, and it has the capacity of allocating such production means as capital. Grasp of knowledge, to great extent, means gaining of domination power in the economy, and knowledge-intensive new high-tech industries become primary industries, etc. As a word to describe the future economic pattern of the world, knowledge-based economy has gained universal recognition from economic circles and scientific communities of the world.

Knowledge-based economy is the third wave brought about by human civilization, which is leading to revolutions of all fields, such as economy, politics and culture, etc of the entire society. It is, on one hand, reflected in the fact that science and technology is the primary productive force, and on the other hand, reflected in technicalization of social living.

With development of the new technical revolution centered by life sciences and computer information science, scientific technology is penetrating into all aspects of social production and living with an unprecedented speed, which results in deep revolution of production structure, economic structure and social structure. Meanwhile, it also leads to great changes in people's living ways, behavioral model, thinking methods, morality and value concept, etc. Therefore, the transition of knowledge-based economy from production to gradual development is a necessary result of development of human beings. We should comply with variation tendency of the society, consciously set up new concepts to adapt to development of the times and continue to promote development of value concept, which is the most important aspect of economic and social development.

It is this current of times that scientific outlook on development complies with, and "people-orientation" is the essence and core of scientific outlook on development. Determination of this essence and core status is not only due to the fact that, in an era of knowledge-based economy, human beings who have the capacity of innovation, creation and use of knowledge occupy a leading status in production and operating activities and in social management activities, development of economy and the society has to be based upon development of people and that development should be centered with people, but what's more, scientific outlook on development emphasizes people-orientation, which is to regard fundamental interests of the overwhelming majority of the people as the foundation, to require us to understand realistic demands and long-term demands of people first of all in considering issues of development. The purpose of development is to satisfy these demands to a greatest extent and also to promote comprehensive development of people.

Reinforcement on energy and resource conservation and protection of environment and enhancement of the ability of sustainable development is interrelated with vital interests of the people and with existence and development of China. Only when study on and practice of knowledge-based economy is highly emphasized and positively promoted, can it be possible to reduce cost, save resources and upgrade competition in the international society. Then it is possible to provide necessary theoretical foundation, economic model and technical support for implementation of sustainable development, and to accomplish the maximization of comprehensive benefit of environmental economy of sustainable development. Therefore, vigorous development of knowledge-based economy is a necessary choice for maintaining scientific outlook on development and building a well-off society in an all-round way for sustainable development of the economy and society, improvement of people's living quality and for security of national environment.

2. Importance of maintaining scientific outlook on development and positively developing knowledge-based economy

2.1 Development of knowledge-based economy is a necessity for better and faster development of national economy.

The 21st century is a century of knowledge economy and an era with the most active knowledge innovation and most rapid knowledge dissemination. Therefore, we should grasp opportunities of knowledge economy, carry out scientific outlook on development, implement strategy of sustainable development, impel reform and opening up with knowledge, promote development with knowledge and create wealth with knowledge. Meanwhile, we should make full use of comparative advantages and create competitive advantages, which will guarantee realization of all-round, coordinated and sustainable development of national economy.

After reform and opening up of almost 30 years, we have made great historical achievements in such aspects as improvement of economic system and level of opening up, expansion of economic aggregate, following up of "issues of agriculture, farmer and rural area", development of IT industry, improvement of people's living conditions, reduction of development disparity, handling of contradictions among people and protection of social stability, etc. However, when an economic society is developed to a new stage, some issues will be revealed outstandingly, which are closely interrelated to national conditions of the primary stage of socialism in China and practices of reform, so it will be difficult to some extent to resolve these issues. For instance, bottleneck restrictions of energy, resources, environment and technology are becoming more and more prominent, and great pressure exists to realize sustainable development; the condition of instability in agriculture hasn't been changed fundamentally. A number of core skills and key industries still depend on importation and the ability of independent innovation urgently awaits to be improved. Difficulty in taking into consideration interests of all increases and phenomenon of disparate development still exists. Faced with so many problems and challenges, we will encounter the danger of success or failure in terms of economic construction if we don't thoroughly change our development concept and bring forth new development thoughts.

Essence of economic development currently is to transfer the leading industries from capital and labor-intensive industries to knowledge and information-intensive industries. This means that, economic growth from now on will lessen its dependence upon capital, traditional human capital, traditional energy and raw materials, while its reliance on knowledge and information will be largely enhanced. Therefore, according to requirements of scientific outlook upon development, we should vigorously develop knowledge-based economy, reconstruct and equip traditional industries with new high-technology centered by information technology, upgrade technical level and competitiveness of products in such basic industries as energy, materials, transportation, and light textile, etc. In the process of enterprise production, management and marketing, we should employ information technology to quicken information transmission, reduce

operation cost, decrease resources and energy consumption, and improve economic benefits. In this way, we can effectively resolve further contradictions and problems of current economic development, so as to realize better and faster development of national economy.

2.2 Development of knowledge-based economy is an effective approach to optimization of the industrial structure in China.

In recent years, economic growth in China has transferred from dependence upon consumption, investment and exports to dependence on coordination of consumption, investment and exports to drive changes, from dependence on the secondary industry driving the third industry to coordination of the first industry, second industry and third industry to drive changes, from dependence on increment of material consumption to dependence on improvement of scientific progress, quality of laborers and management innovation. With coming of the era of knowledge-driven economy, industry restructuring and upgrading has become the tendency of economic development. Industry restructuring is centered by enhancing economic performance to transform means of economic growth, develop intensive operation, improve quality, conserve energy, reduce consumption, prevent and remedy pollution, raise labor productivity, adopt new high-technology and make use of advanced technologies to reconstruct traditional industries, and promote optimization and upgrading of industrial structure.

Different from dependence of industrial economy on natural resources, knowledge-based economy will rely on knowledge and information to become important factors of economic development so as to largely reduce consumption of energy and its damage to the nature. Due to properties of being able to be developed, disseminated, reproduced and being nonexpendable of knowledge per se, natural resources consumed by knowledge capital which creates similar value are merely one in several hundred or even in a thousand of those consumed by material capital. Furthermore, in the process of application, knowledge and information will not be consumed, but on the contrary, they will rise in value. The characteristic of high sharing and low exclusiveness is also totally different from that of traditional economic products, because it reduces waste of natural resources. The new concept advocated by knowledge-based economy exactly corresponds to requirements of optimization and upgrading of industrial structure.

With development of new high-tech industries and informationization, technology-intensive production increases, which is a necessary tendency. However, no matter how high-technology industries and informationization are developed, labor-intensive production will not disappear. Under the circumstance of favorable development of knowledge-intensive production and skill-intensive production, labor-intensive production will not shrink, but also will be correspondingly developed. Service industry will necessarily get correspondingly developed and provide substantive positions. Development of knowledge-based economy has optimized industrial structure, is a necessary condition for bringing into play particular advantages of China and for establishing a harmonious society, and is also a necessity to expand domestic demand and maintain social stability.

2.3 Development of knowledge-based economy is an important approach and objective requirement for reinforcement on international competitiveness.

Whether in material life or in spiritual life, modern scientific technology has been omnipresent, which cannot be contained by traditional economic theories. Knowledge is no longer an exogenous variable, but an endogenous variable. In knowledge enterprises, capital employment labor will give place to labor (primarily mental labor) employment capital. Therefore, emergence of knowledge economy symbolizes that human society has entered a new development stage. Knowledge economy theory can more accurately reflect essence of socioeconomic structure, so it has become necessity of development of the times.

A key character of knowledge economy is the marketization of scientific knowledge products and technical trade has become an important component of international trade. An important reason for a minority of developed countries, such as America, to be able to take the lead in entering knowledge-based economy lies in the fact that, they have obvious advantages in production of sci-tech products and their industrial structure, etc. With globalization of knowledge economy development, trade competition of scientific products will necessarily become a significant sign for reflecting competitive strength of comprehensive economy of a nation to a great extent. At present, with overall development of knowledge economy, it is required that scientific technology, as a pillar industry of knowledge economy, should be developed into a complete and a social scale of system which can continue scientific and technology production and enlarged reproduction, which also refers to integrative development of science and technology, education and economy. Only when knowledge economy is developed, can international competitiveness be strengthened.

Economic and social production of China at present is a stage at which high technology and information has been primarily and locally developed but modernization has not been completed as a whole, and at which traditional industrial economy is the major economy. Traditional industrial economy is an extensive economic style of resource consumption. As for economic development in China, traditional economy has come to its end, which is an established reality, so a new road towards industrialization should be pioneered with high technological content, high economic

returns, low resource consumption and fully exerted human resource advantages. Development of knowledge-based economy is a necessary choice for economy to be developed into a particular period, the only way for realization of socialism modernization and an urgent need to adapt to economic globalization.

3. Several relations to be handled to maintain scientific outlook upon development and to develop knowledge-based economy

3.1 To handle relations between development of knowledge-based economy and development of traditional industry

In the process of handling relations between development of knowledge-based economy and traditional industry, we should combine their development together. China is a large agricultural country in which industrialization hasn't been accomplished yet, and traditional agriculture and industry still occupy a large proportion, with a relatively small amount of emerging industries. So China is at a transition stage from traditional agriculture to modern agriculture. Traditional industry is the main part of the industrial structure in China, which cannot be altered within a short period of time. Under such a circumstance, we cannot leave aside traditional industry to unilaterally develop knowledge-based economy, but should combine traditional industry together with knowledge-based economy, and integrate industrialization with informationization and knowledge.

Knowledge-based economy should be focally developed in relatively developed cities and regions. Developed cities and regions provide high-tech industries and information-based support to backward areas and cities, so as to upgrade traditional industries in these cities and regions as soon as possible. Of course, backward regions appropriately provide part of resources required by high-tech industries and information-based development. Development of traditional industries and knowledge-based economy is not contradictory, and not irrelevant, but supplementary. Enhanced development of traditional industries prepares material and social foundations for transition into knowledge-based economy. Vice versa, development of knowledge-based economy and development of newly emerging industries, such as information technology, has great upgrading effect on traditional industries.

3.2 To handle relations between development of skill-intensive industry, knowledge concentrated industry and labor-intensive industry

Industrialization process of developed countries usually goes through transition from labor-intensive and capital-intensive industry to skill-intensive industry. However, with development of knowledge-based economy, such new high-tech industries as information technology gradually replace the status of traditional industries and become the leading industry. This means that knowledge concentrated industry and skill-intensive industry are taking the place of labor-intensive industry, which has been such a situation in developed western countries. Industrial structure of a country is also restrained by its human resources in addition to restraint by its skills, because different industries have different demands upon different levels of human resources.

There exist a great many difficulties in modernization of Chinese industrial structure. Within a certain period of time, development of high-tech industry and informationization might contradict with enlargement of occupied population. Flow of a large agricultural population into non-agricultural industries and cities and towns accompanies with development of high-tech industries. Meanwhile, with development of high-tech and information industries and with continual increasing of organic composition of capital and labor productivity in all sections of the national economy, the same amount of capital will coincide with less labor force. Development of high-tech industries indeed contradicts with enlargement of occupied population from an objective perspective. And the large population base in China, without doubt, deepens this contradiction. Development of knowledge-based economy deepens pressure of the enlargement of occupied population. We should take into unified consideration development of skill-intensive industry, knowledge concentrated industry and labor-intensive industry. We should not only develop knowledge concentrated industry and skill-intensive industry, but should also handle relations between skill-intensive production and labor-intensive production, bring into full play advantages of our human resources and maintain overall stability of the society. We have to keep to all-round, coordinated and sustainable development, and promote mutual coordination and development of skill-intensive industry, knowledge concentrated industry and labor-intensive industry. Therefore, in the development of knowledge-based economy, we should also appropriately develop some labor-intensive industries based on practical situations in addition to development of skill-intensive and labor-intensive industries. Then it is probable to realize unification of speed, structure, quality and benefit, coordination of economic development and human resource environment and better and faster development of the economy.

3.3 To handle relations between great-leap-forward development and stratified development

Development of knowledge economy is to satisfy fundamental interests of the greatest majority of Chinese people. Realization of great-leap-forward development of productivity intrinsically means handling the relation between advanced productivity and backward productivity. When choosing and carrying out the development goal and development path, we should regard great-leap-forward development as strategy of economic development at the time of accepting stratified development. China is at present at the transition period of economic structure. Each astounding

progress of scientific technology and transition of socioeconomic structure offers an opportunity to surpass the backward situation and brings a chance of hypernormal development to a region. From the perspective of participation in the international division of labor, vertical labor division between China and developed countries approaches to horizontal labor division, and horizontal labor division between China and developing countries approaches to vertical labor division. That means that in the field of international industrial transfer, China has a broad space for development. So long as we take into consideration local conditions based on characteristics of economic globalization and knowledge economy, bring into play our advantages, select point of penetration and breakthrough point, grasp the opportunity according to economic rules and scientific development rules, carry out a scientific plan and promote regional coordinated development, then it is possible to realize great-leap-forward development and diminish gap between China and developed regions. We should not only regard great-leap-forward development as the target, but should base on the reality, accept the stratified development model with innovation, and organically combine stratified development and great-leap-forward development, so as to realize great-leap-forward development of social economy.

3.4 To handle model of developing knowledge-based economy

Development of knowledge economy cannot guarantee a unified model and doesn't allow the way of "one size fits all". Development of the economic society is a complicated systematic project, so at any time, we should take into consideration each aspect, refuse the situations of "concentrating on one thing only", "one size fits all", "onesidedness" and "absolutization". Due to complex social and historical reasons, there has been lacking harmony and balance in the economic development in China. This determines that we should pay attention to vulnerable spots and essential contradictions in development, give prominence to key points and prevent the situation of "one size fits all". Scientific outlook on development requires us to start from our national situation, unify overall consideration and focus on key points, and handle relations between center and comprehensiveness, focal point and non-focal point, disequilibrium and equilibrium. Then efforts should be made towards equalization and coordination of development and towards overall development of the economy.

Development of knowledge-based economy should highlight focal points, in which high-tech industries and informationization should be developed with emphasis in developed cities and regions according to actual conditions, while "traditional industries" should be developed with emphasis in underdeveloped regions. The "emphasis" here doesn't refer to "uniqueness", because considering China on the whole, there is also the necessity in underdeveloped regions and cities to develop their high-tech industries and informationization based on their own characteristics. Development of knowledge economy in developed cities and regions has their features and development of traditional industries in underdeveloped regions is not unified. Therefore, development of high-tech industries and informationization should be based on practical situations. From the industrial perspective, development of knowledge economy doesn't have a unified model, and prohibit the phenomenon of "one size fits all". Based on features of knowledge economic development, we should strengthen establishment of such knowledge economic development factors as education, scientific research and information network platform, etc. As for China, emphasis on importance of developing knowledge economy means neither unique emphasis on high-tech projects all at once, nor neglect of development of traditional industries. We should carry out a scientific plan and take development into overall consideration based on practical situations.

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Multi Commercial Economy: The Development of Socio-Economic Network Complexity of Batik Industry in Surakarta

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Abstract

This study analyzes that why the socio economic networking development in batik business become more complex along with the contact of commercially economic culture for fulfillment of the consumption and the commercially economic culture for the production improvement. The method of this study is naturalistic inquiry, to describe the interrelation of culture and economy which is simultaneously forming a dual commercially economic and the development of socio economic networking complexity of batik business. The two of commercially economic model of batik business are separately grow, but there is a connection among them. This interconnection is complementary or interfilling in the production relation and trading relation. The vertical interconnection is among the big and small industries, while interspace connection is among the batik industrial center in village and in urban. Those complexity of social economic networking trend to use the cooperation relation pattern of mutualism and domination which is cost saving.

Keywords: Dual commercially economic, Networking, Batik business

1. Background

Surakarta City is well known as a commercial city, which is located in Central Java province in the mountainous slopes of Merapi and Lawu mountains with the height of approximately 92 m above sea level. The city has reliable manufactured and commercial commodities, namely: hand-drawn batik, stamped batik, and printed batik. In the early years of the twentieth century at batik villages of Laweyan and Kauman Surakarta, the hand-drawn batik home industries and stamped batik factories developed. The owners of the home industries were assisted by their family members or relatives to manufacture each unit of hand-drawn batik products. The products of the home industries were then sold by batik *bakul* (batik retailers) in the local market in order to earn profits, which were used for the fulfillment of their consumption necessities (Note 1). Meanwhile, *juragan* (the owners and/or merchants) of the stamped batik businesses assisted by tens of low paid workers managed their factories to manufacture stamped batik in big quantities. The wholesale merchants sold a large quantity of the products in the local and regional or national clothing markets in order to gain big profits which were used for manufacturing development (Note 2). During that time, the community of Surakarta only recognized two kinds of batik, hand-drawn batik (soft batik) and stamped batik (hard batik). The two kinds were aimed at fulfilling two different market segments.

In the early of the twentieth century in batik village of Laweyan Surakarta, a group of housewives called *Mbok Mase* was well recognized for their reliable batik industry management. They were successful to develop hand-drawn and stamped batik businesses, which was able to increase job opportunities, household incomes, and economic growth (Note 3). In 1912 the association of Islamic local traders called *Sarekat Dagang Islam* in the region was established. The association quickly expanded its batik commercial network from Laweyan to big cities all over Indonesia. Due to its rapid expansion, the Dutch Colonial Government then carried out a series of continuous economic and political pressures on the association. As a result, the indigenous batik commercial network gradually became powerless (Note 4).

In the 1960s, the Old Order government of the Republic of Indonesia developed a policy of *Benteng program*, whose aimed to promote indigenous Indonesian entrepreneurs in Indonesia.

The program successfully advanced the glory of the indigenous people's batik businesses particularly the ones in Surakarta (Note 5). However, while the batik commercial network then widely expanded from the local markets to domestic markets, the New Order Government developed a policy of economic growth which was mainly based on capital intensive, technology, and imported machinery that produced mass products of printed batik. The more competitive excellence of the printed batik industries made the stamped ones collapse. Meanwhile, the home industries of hand-drawn batik could still exist, even up to the present day, because the motifs and functions of the hand-drawn batik clothing were used for special occasions in Javanese traditions and customs. The endurance of the hand-drawn batik businesses not only accounts for the motifs and functions but also is related to the manufacturing relationship network between batik *juragan* and household-based batik craft artisans (Note 6).

The development of batik industries mentioned above indicates that there is a contact between the culture of commercial economy oriented to the fulfillment of consumption necessities and that of commercial economy oriented to manufacturing development. The contact of commercial economy causes the autonomous home industries hard to grow and expand, but changes them into household-based batik craft artisans due to the complexity of socio-economic network of batik industries.

2. Problem statement

The socio-economic network of batik industries develops dynamically from time to time along with the contact of the culture of commercial economy between household-based batik craft artisans and batik *bakul* whose businesses are oriented to the fulfillment of the consumption necessities. *Juragan* (the owners and/or merchants of batik industries) and *saudagar* (merchants) whose businesses are oriented to manufacturing development. Based on that fact, the problems of this research are formulated as follows:

- 1) How do the economic processes construct the multi commercial economy in the society of batik industries?
- 2) In the context of the multi commercial economy, how are the shifts in the manufacturing organizations and work ethics that take place in the society of batik industries?
- 3) Along with the development process of commercial economy, what complexity of socio-economic network of batik industries develops in the society of batik industries?
- 4) In the context of multi commercial economy and the complexity of socio-economic network of batik industries, how do the economic power and the economic dependence in the economic relationships construct the position of batik business units?

3. Objective and benefit

3.1 Research Objectives

- 1) to describe the economic processes that construct the multi commercial economy.
- 2) to describe the multi commercial economy, the shifts in production organization and work ethics.
- 3) to describe the complexity of relational network between hand-drawn batik home industry and stamped batik factory and printed batik manufacture.
- 4) to describe how the differences of economic power and the dependence level in the economic relationships determine the differences of the position of batik business units.

3.2 Research Benefits

The research is expected to reconstruct the theory of economic dualism so that the perspective of the multi commercial economy can be used as a theoretical reference for analyzing the economic development in Indonesia.

4. Literature review

The study conducted by Boeke (Note 7) proposed a dualistic economic thesis between capitalistic modern sector and pre-capitalistic traditional sector in the economic development during the period of the Dutch Colonialism. The traditional sector and the modern one was run on their own path or was not related to each other. The former was marked by the dynamics which resulted in economic growth, whereas the latter was marked by stagnant growth or did not undergo any growth at all.

The problematic of classical dualism theory suggested by Boeke is dichotomy-based and static. Meanwhile, Todaro (Note 8) argued that the existence of economic dualism theory is inter-relational between the traditional economic sector and the modern economic one through the following process: a) economic dualism is a different structure in which the powerful economy and the powerless economy are interrelated in their existence in terms of the same space and time, b) the co-existence of the former and the latter is chronic and is not a sign of the transitional existence. Such a

condition is not a temporary phenomenon which fades along the time goes by. The disparity between the powerful economic structure and the powerless economic structure is proven to have not decreased, but tendentially to have increased because both of them are structurally and institutionally different, c) the level of superiority and inferiority has been proven not getting lower, but there is a tendency that the gaps tend to increase, and d) the inter-sector relationships between the powerful modern economy and the powerless traditional economy do not make the former able influence the latter. On the contrary, in reality the strong development exactly dominates the weak development.

The set of problems of thesis on the economic dualism existence uses a conflict approach by neglecting the functional relationships between the traditional economy and modern economy. Meanwhile, according to Ranis (Note 9), economic dualism is a continuum process because the modern economy sector has a relationship with the traditional economy sector. Indeed, it is affirmed that the former is the continuation of the latter. He argued that the development of modern economy sector becomes established because it tries to compete with the rapid development of external aspects. As a result, the modern economy sector possesses the capacity of absorbing the traditional one. However, due to the increasing surplus of unskilled laborers in the traditional economy sector, the modern economy sector is not able to absorb the entire gap.

The set of problems of the thesis on continuum economic dualism exceedingly gives priority on the functional approach by ignoring the conflict relationship between the strong modern economy sector and the fragile traditional economy sector.

Using the conflict and functional perspective, Rutten (Note 10) found that the relational network between the modern industrial sub-sector and the traditional industrial sub-sector in Asia tends to use a mutual relationship pattern (functional) and a dominant relationship pattern (conflict).

Emerson (Note 11) highlighted that the economic power and the dependence on economic relationships affect the position of economic actor.

5. Research process

This research used naturalistic inquiry (Note 12). The aim was to describe how the cultural and economic process simultaneously constructed the multi commercial economy and the development of socio-economic network complexity of batik industries in Surakarta. By considering the spatial relationship and the sub-culture area, the location of the research was conducted at batik villages of Laweyan and Kauman Surakarta, batik craft industries of Pungsari village, Sragen and Kuala Lumpur Malaysia. The data validation involved a thorough triangulation, which covered the information source (informants) and data gathering methods. The data were gathered through participatory observation, in-depth interview, and content analysis. The data were analyzed by using description of socio-economic network (Note 13) and interpretation of culture (Note 14). The informants consisted of household-based batik craft artisans, batik *bakul*, batik *saudagar*, batik *juragan*, export agencies, buyers, consumers, and other related parties. The informants were chosen according to a consideration that the informants can reflect their selves and business partners.

6. Result and discussion

6.1 Industrial Development and Batik Commerce

The development of batik industries is concentrated in the centers of batik industries of Laweyan and Kauman and in other centers of batik industries scattered all over Surakarta. Batik village of Laweyan Surakarta develops as the village of Moslems who faithfully perform their observance of Islamic religious duties. In 2006 in batik village of Laweyan, there were 11 hand-drawn batik industries, 31 stamped batik industries, 3 printed batik industries, 3 batik garment industries, and 122 household-managed business units of batik commerce. The existence of batik village of Kauman has been closely related to the Muslim Leader of the Great Mosque of Keraton Kasunanan Surakarta.

In 2006, in batik village of Kauman Surakarta, there were 26 batik industry centers and 26 batik show rooms. The skills in batik craft industry centers of Puringsari village, Sragen are derived from those in batik villages of Laweyan and Kauman Surakarta. At the same year, there were 374 manufacturing units consisting of 1 big industry, 9 middle-scale industries, 1 small-scale industry, and 364 household-managed autonomous batik industries.

Klewer market is a batik market located in the area of Keraton (Palace) Surakarta. The existence of batik merchants in the market cannot be separated from the image of *Mbok Mase*, particularly for their bravery to encounter various challenges of their period.

6.2 The Process of Multi Commercial Economy Structuring

Batik artisans and batik *bakul* manage their batik businesses in order for them to gain profits to fulfill their consumption necessities, whereas *juragan* and *saudagar* manage their stamped batik factory and printed batik manufacture in order for them to gain profits for manufacturing development.

There is a tendency of commercial economic culture difference in determining the process of structuring the socio-cultural economic capital. *Juragan* and *saudagar* have big economic assets, broad socio-economic networks, and high knowledge of managing their batik factories/manufactures accumulated and inherited from the big family or predecessors whereas household-based batik craft artisans and batik *bakul* have small economic assets, local or limited socio-economic networks, and limited knowledge of managing their batik home industries inherited from the parents to children of a nuclear family.

The difference in socio-cultural economic assets affects the difference in socio-economic position of batik manufacturers and merchants due to the Javanese culture values that link between *bondho* (wealth) and *tahta* (throne). The bigger the wealth is owned, the bigger donation shall be addressed to the poor and for the prosperity of the mosque, and the donation extended will in turn increase their socio-economic status within the society. The community of batik villages of Laweyan and Kauman, and Klewer market of Surakarta calls some one as a batik *juragan* or a batik *saudagar* due to his/her strong socio-cultural economic assets. Meanwhile, the local community calls someone as a batik artisan and a batik *bakul* due to his/her weak socio-cultural economic assets.

The difference in socio-economic status is always accompanied by the difference in viewing the behavior of consumers. *Juragan* and *saudagar* focus on the recognition of the behavior of traditional consumers of hand-drawn batik clothing, the needs for school/office uniforms, and clothing styles of consumers. On the contrary, household-based batik craft artisans focus on the recognition of the behavior of traditional consumers of hand-drawn batik clothing, and batik *bakul* focus on the recognition of the behavior of batik consumers of the middle-lower economy group.

The difference in the production mode, the culture of commercial economy, the socio-cultural economic asset structuring, the socio-economic status, and the view toward the behavior of consumers simultaneously give shape to multi commercial economic model.

6.3 The process of Commercial Economy Development

6.3.1 Multi Commercial Economy

Insert Matrix 1 about here

The matrix describes the differences and similarities between the model of household-based batik craft artisans and batik *bakul* and the model of batik *juragan* and batik *saudagar*. The similarities and differences are as follows:

The household-based batik craft artisans and batik *bakul* manage their batik businesses commercially for their life survival. Therefore, their economic morals are more prioritized on safety and avoid risks that can harm the economic life of their family. They manage their batik businesses based on the family tie so that they cannot differentiate the business importance from the family importance. In addition, their batik business is also oriented to the fulfillment of consumption necessities. They are much more bound to social ties, neighborhood, friendship, and brotherhood so that their economy is more collective-oriented.

On the contrary, batik *juragan* and batik *saudagar* manage their stamped batik factories or printed batik manufactures commercially for the manufacturing development. Therefore, they manage their business based on the economic rationales. They are able to differentiate the economic importance from the family importance. The economic importance encourages them to focus more on individual importance in conducting their batik manufacturing activities and batik sales. They emphasize more on contractual economic relationships in which each party assumes clear and specific rights and responsibilities.

The two models of economy have their own business mechanisms. Yet, both of them have similarities in term of commercial business and are related to each other as a series of manufacturing units of hand-drawn batik industry, stamped batik industry, and printed batik industry. Therefore, they have a close relationship to each other. The relationship is complementary in terms of manufacturing and commercial relationships.

6.3.2 The Shift in Manufacturing Organization

The contact between the commercial economic culture oriented to the fulfillment of consumption necessities and the commercial economic culture oriented to manufacturing development has established the shifts in manufacturing organization consisting of the workgroups of household-based batik craft artisans, autonomous batik home industry, and batik factory/manufacture within the community of batik craft industries.

The group of household-based batik artisans uses the local technology consisting of *canting cucukan/tembakan*, *anglo*, *tepas*, *gawangan keren*, *piso kerok* and blunt wire for long production lines. All of the production lines are possible to be conducted in one or several houses next to each other. A *mumpuni* (well-trained) batik artisan is a person who has skills to do all of the manufacturing processes, and is usually assisted by several batik laborers who are learning certain skills of the production lines. The artisan gets manufacturing equipment, cloth materials, and wax from *juragan* or *saudagar* through foremen (*carik*). Each hamlet usually has 3 to 5 foremen and 3 to 5 groups of *pocokan* (temporary) and cluster batik artisans. The artisans are not accustomed to writing matters related to consumption cost, materials,

manufacturing equipment, and finance, but memorize them. The foremen manage and provide all of necessities required by the artisans. The relationship between the skilled batik artisans, unskilled batik laborers, and foremen is according to the family principles. The amount of remuneration or wage is determined by *juragan* or *saudagar* and foremen. The wage of temporary batik artisans ranges from Rp240,000 to Rp320,000/month. The wage of unskilled laborers ranges from Rp80,000 to Rp120,000/month depending on their workload. The wage of cluster batik artisans ranges from Rp320,000 to Rp400,000/month, and the wage of unskilled cluster batik laborers ranges from Rp120,000 to Rp180,000/month depending on their workload.

The autonomous batik artisans are assisted by the members of their family and several hired workers. They manage their batik industries according to the family principles, and prioritize family's moral considerations as a basis for decision making in executing their business. They manage their own assets autonomously such as manufacturing space and traditional manufacturing equipment. The need for raw materials such as cloths, wax, and dye depends much on *juragan* or *saudagar*. The work divisions of batik manufacturing are based on a series of phases of manufacturing activities, namely: *nyorek*, *mbatik*, *nerusi*, *nembok*, *ngiseni*, *nyoga*, *mbironi*, and *babaran*. Each phase of manufacturing activities is regulated orderly so that the aims of the manufacturing activities are achieved. The administration of the manufacturing activities is simple, which only consists of revenues, expenditures, orders, and productions.

Batik *juragan* develop stamped batik factory/printed batik manufacture based on the economic organization. Authority hierarchy is centered on batik juragan. Batik juragan prioritize rational considerations of economy in each manufacturing activities, and has his or her own assets such as manufacturing equipment, raw materials, and manufacturing space. The work divisions are based on the job specialization. All of manufacturing activities are conducted in one location. *Juragan* conduct inter-job coordination among the prevailing departments so that each department can maximally contribute to the whole result of the manufacturing activities. The regulations that rule rights, responsibilities, and sanctions to the workers are stated in the company's articles of association. The work incentives are calculated according to the work achievements that improve productivity. The finance, personnel, and warehouse administrations are carried out by using computerized scheme.

6.3.3 Shift in Work Ethics

The shift in work ethics takes place due to the changes in ideological and business importance. The shift in ideological importance occurs because among the Moslem entrepreneurs, there have been young educated businessmen. The old Moslem entrepreneurs consider the Islamic teachings by giving more priorities to the life after death than to the current life in the world. They believe that the success in the religious life will bring the success to the current life in this world. On the contrary, the young batik businessmen consider the Islamic teachings by giving the same proportion to the life after death and to the current life in this world. They believe that the religious life is important for the life after death, and the current life's issues in this world shall not be left because they contribute to the observance of religious duties.

The shift in the business importance takes place because among the batik businessmen, there have been young and more educated generations. The old generations had gloomy experiences to compete with the printed batik industries. They felt lost, set apart, and eliminated due to the allegedly unfair competitions in the New Order era. In contrast, the young batik businessmen have high business spirits and awareness on the importance of business competitions. The shift in the religious ideology importance as well as the business world importance has caused the change in work ethics of batik *juragan* and batik *saudagar*.

Juragan and *saudagar* inherit the work ethics of *Mbok Mase*, are well known as *ulet* and *gigih* businessmen, which means having preserving and tough working spirits, working hard, working diligently, and disciplined, and are famous as *setiti lan ngati-ngati* businessmen, which means being careful, economical, and fond of saving. *Juragan* and *saudagar* have a new awareness of the importance of competition in a business, that is, the awareness to improve their business achievement so as to win the business competitions and to bear creativity to create new motifs of batik clothing, dye formulation, and clothe designs along with the era advancement. In addition, they also have an awareness of the importance of time to plan a better future business.

The socio-economic life background of the household-based batik craft artisans and batik *bakul* is agricultural farmer-based. The farmers believe that *Gusti Ingkang Maha Kuawos* (the Almighty God) powerfully destines the life of human beings. In their knowledge system, the success in the farming is merely a *pulung* or a fate (luck). To be successful in the farming, their farming life should more oriented to a *pulung* or a luck. *Pulung* makes them work hard. If the results of what they do have not been or are not as the ones that they have expected, the concept of *pulung* is used to legalize them. The gloomy experiences due to their loss in the competitions in 1980s have encouraged household-based batik craft artisans to be more loyal to their workgroup and to be more cooperative to the foremen who work as supervisors for their workgroup. A household-based batik craft artisan will be afraid of performing differently to the other members of his or her workgroup. This strengthens their belief that *Gusti Ingkang Maha Kuawos* will bless them with good fortunes as many as their workgroup needs. *Gusti Ingkang Maha Kuawos* knows better what is proper

for and what is that the individual or the workgroup needs for his/her life today and in the future. An individual's peaceful life is determined by the good fortunes that do not exceed or go below the income of the other members of the workgroup. When an individual gets such an income, he or she will not be committed to harmful or unnecessary actions. If he or she does such actions, they may interfere other people's peaceful life. It is such a life point of view that makes household-based batik craft artisans and batik *bakul* able to survive from various economic pressure, but unable to expand their business.

6.4 The Complexity of Socio-Economic Network of Batik Industry

As explained above, the economic model of household-based batik craft artisans and batik *bakul* and that of batik *juragan* and batik *saudagar* are interrelated in the batik production and trade activities. The vertical relationship (large-scale industry – small-scale industry) and the spatial relationship (village industry center – city industry center) between the stamped batik factory/printed batik manufacture and hand-drawn batik home industry grow the complexity of socio-economic network of batik industry. In addition, the production relationship network expands between the local batik companies and the batik companies in the country and overseas. The pattern and function of manufacturing relationship network become diverse. The diversity of batik manufacturing relation network tends to use the dominant relationship network pattern. The stamped batik factory and printed batik manufacture develop manufacturing relationship network to household-based batik craft artisans in villages in an attempt to reduce the cost of labor because the wages of labor in the villages are lower than those of labor in the cities. On the contrary, the industrial sub-contract relationship network between the stamped batik factory and printed batik manufacture and the autonomous batik home industry is established due to specialization owned by each party involved in it. This specialized sub-contract relationship network is mutual cooperation, which is of benefits to the involved parties.

The increasing number of commercial institutions related to selling-buying activities accompanied by the improvement of types of traders has grown the complexity of socio-economic network of batik traders. The trade relationship network becomes wider from the local markets to domestic-export markets, and the trade relationship network pattern varies. The diversity of batik trade relationship network pattern is divided into mutual relationship network pattern and dominant relationship network pattern. The former includes commercial sub-contract, regional coordinator, fixed customers of *ngalap nyaur*, *nitip*, and *induk semang*. In contrast, the vertical relation network between *saudagar* and *bakul* is a dominant relation of sub-ordinate. This network includes *nempil* and *ngempit*; *saudagar* uses batik *bakul* as a means of gaining profits.

6.5 Position of Business Unit

Exporting *juragan* develops industrial sub-contract and commercial sub-contract to industries and overseas trade companies. *Juragan* uses export strategies by utilizing the trademark of buyers' overseas companies for the sake of export smoothness. *Juragan*'s success in the batik export is a key success of the position of their business units to expand. The manufacturing capacity, market turnover, circulations of traded goods, profits, and business assets tend to increase.

The position of business units survives due to the rational strategies in the batik production and sales. In the former, *Juragan* and *saudagar* reduce the cost of labor whereas in the latter they monopolize the goods sales and counterfeit the products that are having good selling. The rational strategies in the production and trade relationships are a way to survive the position of their business units. The manufacturing capacity, market turnover, circulations of traded goods, profits, and business assets then become established.

The foremen have moral responsibilities to find job orders for the groups of *pocokan* batik workers. When the job orders decrease in number, the foremen's incomes and job responsibilities, and the position of their business units will also lower. Batik *bakul* usually use moral strategies in the sales with a hopeful expression of *tuna satak bati sanak* (a small loss does not matter as long as the number of faithful customers is big and is increasing). Thus, if the purchasing ability of the batik consumers and the batik demand decrease, the profits as well as the position of their business units will also decrease.

The closing of the position of business units is related to the low economic power and the high dependence on the manufacturing and commercial relationships. The *pocokan/susukan* batik artisans have a high dependence on foremen, and the foremen have a high dependence on batik *juragan* or *saudagar*. Due to such a graded dependence and the lowering job orders, the incomes of *pocokan/susukan* batik craft artisans also decrease up to the marginal limit of approximately Rp120,000 to Rp240,000/month. Therefore, temporarily the business units are closed. *Ider* or *oprokan* batik *bakul* has a dependence on batik kiosk *bakul*, and the batik kiosk *bakul* has a dependence on *saudagar* or *juragan*. Such a graded dependence makes their income distributions worsening, and this leads them to changing their profession to others. The shift of profession is a strategy to survive the life among those who bear powerless economy and live in the villages. The strategy of having multi income generating pattern by having *serabutan* and *musiman* jobs (manual/unskilled and seasonal) such as being a farm worker, a construction laborer, and a batik craft laborer.

7. Conclusion and recommendation

7.1 Conclusion

The difference in commercial economic culture, the construction of socio-cultural economy assets, the socio-economic position, and the point of view of consumers' behavior have shaped the multi commercial economy. The economic model of batik artisans/*bakul* is aimed at fulfilling their daily consumption necessities whereas the economic model of *juragan* or *saudagar* is aimed at developing their batik business manufacturing. The two economic models develop on their own path, but are interrelated to each other. The interrelation is complementary in the manufacturing and commercial relationships. The vertical relationship between the big industries and the small ones and the spatial interrelationship between the batik industry centers in the village and those in the city have established long and diverse socio-economic networks of batik industries. The complexity of socio-economic network of batik industry applies mutual relationship that is of benefits to the involved parties and dominant relationship pattern which causes production cost-cutting and cost-saving.

The difference in economic power and the dependence on the mutual relationships have made the position of business units of *juragan*, *saudagar*, autonomous batik artisans, foremen, and special batik artisans survive. Even they have made exporting *juragan* able to develop the business units. In contrast, the difference in economic power and the dependence on the dominant relationships have made the owners of big assets decrease the position of business units of batik *bakul*, foremen, and household-based batik craft artisans, and even they tend to make the business units of some of *ider-oprokan bakul* and *pocokan-susunan* batik artisans collapse.

Stamped batik factory and printed batik manufacture expand rapidly to respond the demands of domestic-export markets. Such an expansion has to do with sub-contract of home industry specialization. However, because the number of unskilled laborers in the village is too big, batik *juragan* and *saudagar* do not have capacity of absorbing all of them in their business units. As a result, the work group of household-based batik craft artisans and batik *bakul* in the villages have stagnant business units. Yet, such a condition does not hamper the relationships between the multi commercial economy model for the fulfillment of daily necessities and the multi commercial economy model for sustainable manufacturing development.

7.2 Recommendation

This research results in a perspective of multi commercial economy, which is a reconstruction of the thesis of economic dualism. The sharp difference between the economy in sector and the inter-sector economy has continuously developed in Indonesia. The difference in the quality of manpower is the trigger for the sharp economic difference. Therefore, the government's policy is in need for the human resource development particularly for the community in the villages and traditional economic sectors. The perspective of multi commercial economy can be used as a study reference, for instance a study of the relationship between household-based plantation farming and agro-industry Company.

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Notes

Note1. Batik home industry, see Sariyatun. *Usaha Batik Masyarakat Tionghoa di Surakarta Tahun 1900 – 1930*. Postgraduate Program, Yogyakarta, 2001.

Note 2. See Susanto, SK Sewan. 1980. *Seni Kerajinan Batik Indonesia*. The Ministry of Industry of the Republic of Indonesia.

Note 3. For the glorious period of the batik village of Laweyan, see Soedarmono. *Mbok Mase. Pengusaha Batik di Laweyan Surakarta Abad 20*. Yayasan Warna-Warni Indonesia. Jakarta 2006. p.119.

Note 4. The Dutch Indies Colonialism cut the support of Kraton Kasunan Surakarta to *Sarekat Islam*. See Goerge D. Larson. *Masa Menjelang Revolusi Kraton dan kehidupan Politik di Surakarta 1912 – 1942*. Gadjah Mada University Press. 1987. pp. 72-76.

Note 5. See Nurhadiantomo, 2004. *Konflik-konflik Sosial Pri dan Non-Pri dan Hukum Keadilan Sosial*. Muhammadiyah University Press. P.66 and pp. 72-76

Note 6. Static economic dualism and dichotomy. See JH Boeke & DH Burger. *Ekonomi Dualistik: Dialog antara Boeke dan Burger*. Jakarta. Bharatara, 1973.

Note 7. Michael Todaro. *Economics for Development World*. Loman, Essex. 1982 pp. 92-94.

Note 8. Gustav Ranis. The Dual Economy Framework Relevance and Development. Manila: Asian Development Review. No. 1 Vol. 2, ADB, 1984 pp.39-51.

Note 9. The hand-drawn batik industry can survive. See Siti IreneDwiningrum. *Strategi Kelangsungan Saudagar Batik di Daerah Istimewa Yogyakarta*. 1997. pp.5-7.

Note 10. Mario Rutten. 2003. Rural Capitalists in Asia. *A Comparative Analysis on India, Indonesia, and Malaysia*. Routledge Curzon, New York. pp. 22-24 and p 45.

Note 11. Emerson, Richard M. 1962. *Power Dependence Relationship*. American Sociological Review.

Note 12. See Lincoln, Y vonna, and Guba, 1985. *Naturalistic Inquiry*. Beverly Hill. Sage Publication.

Note 13. J Clyde Mitchell. *Social Networks in Urban Situations Analyses of Personal Relationships in Central African Towns*. Manchester University Press. 1969.

Note 14. Clifford Geertz. *The Interpretation of Culture*. Basic Book. 1977.

Matrix 1. Model of Multi Commercial Economy

Economic and Cultural Dimension	Model of Batik Juragan and Batik Saudagar	Model of Batik Artisan and Batik Bakul
1. Business Objective	Commercial	Commercial
2. Business Unit	Factory, Manufacture, Shop, and Art Gallery	Home industry, batik kiosk, and home-based batik craftsmanship
3. Product Type	Stamped batik and printed batik	Hand-drawn batik
4. Market Orientation	Domestic-Export Market	Local Market
5. Economic Intervention Orientation	Maximizing profits minimizing manufacturing cost	Avoiding risk and prioritizing safety
6. Economic Strategy	Building up capital for manufacturing development	Fulfilling consumption necessities so as to survive their lives
7. Economic Culture	a. oriented to manufacturing development b. able to differentiate the business importance from the household importance c. more counted on rational consideration than on moral consideration d. has specialized economic relationship e. individual-oriented	a. oriented to consumption necessity fulfillment b. unable to differentiate the business importance from the household importance c. more counted on moral consideration than on rational consideration d. unclear economic relationship e. collective-oriented

In-depth interview sources: juragan, saudagar, household-based batik craft artisans, batik bakul at batik villages of Laweyan and Kauman, Surakarta and batik craft industry of Pungsari village, Sragen from June – Desember 2006.



Review on Construction of National Image of China from Reports by Western Media on the Olympic Games --- Taking the 315 Reports in <<Reference News>> as the Analysis Target

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Abstract

Essence of construction of national image is to gain extensive recognition of the international society, namely, recognition of an identity. All censure from western media in their Olympic reports about China reflects conflict between cultural concepts and social identity is an awkward circumstance in construction of national image. How to eliminate or heal these differences is a significant task in the foreign dissemination of China. Regarding the 315 reports with Olympic topics in <<Reference News>>, the author of this article summarizes causes for censure of western media on China by analyzing trend, standpoint and concern of western media in their Olympic reports, and therefore, puts forward valuable recommendations for moulding a perfect national image.

Keywords: Social identity, Cultural concept, National image, Olympic Games, Western media

1. Research goal

The 2008 Beijing Olympic Games is an athletic sport for human beings to challenge their limits. In an information era in which symbolic signs prevail, Olympics bears more of political meanings. Therefore, understanding of Olympics shouldn't be merely confined to the scope of a sports event, but more a significant opportunity to display a national image. National image is an overall assessment on the relative stability by the citizens of the international society. Moulding and dissemination of a national image is based on comprehensive national strength, and to a great extent, derives from cultural influences of the nation. As a global medium event, Olympic Games is both a global sports party and a carrier of multiculture. Holding of Olympic Games can not only display and disseminate educational, physical and cultural concepts of the Olympic system per se, but can sufficiently reflect unique humanistic style and value concept of the host country. It is a reflection of spiritual meaning and cultural meaning of Olympic Games under a circumstance of multiculture. Therefore, each action of China in this particular feast receives much concern from western media.

Social identity is a sociology concept, which means social recognition of one's identity, namely, definite international status. For any country, if it intends to participate in international affairs or to play an important role in international affairs, it has to develop its economy, strengthen its national power, and improve its people's livelihood and quality of its citizens, etc. The international society is supposed to be a public place in which all countries participate in the international affairs equally, but western countries take up absolute advantages in terms of national power, military, and economy, etc. Therefore, the international game rule is formulated by these powerful countries. As an eastern and developing country, China has to follow game rules and value concepts of western developed countries in order to obtain "social identity" of the international society. Due to differences in ideology and divergence in cultural concepts, China and western countries often contradict with each other in international affairs, hard to tolerate each other. The grand occasion of Olympics is undoubtedly a great opportunity to eliminate western prejudice, win respect and gain international identity. The author sets about her study from reports of western media, which is aimed at analyzing in

which aspects western media recognize Olympics, and in which aspects they hold a critical attitude. Then the author elaborates with quantized data, and traces the root of the above results, from which he discovers approaches to gaining international identity and to providing valuable suggestions for moulding a perfect national image.

2. Research approach

This article adopts content analysis, namely, to regard as the research target <<Reference News>> --- the authoritative newspaper reported by foreign media and to sample the 315 reports by western media on Olympics from July 8 to September 26, 2008. And then the author classifies these reports in a chronological order into three periods, namely, the period before the Olympic Games (July 8 --- August 7), the period during the Olympic Games (August 8 --- August 24), and the period after the Olympic Games (August 25 --- September 26) and makes analysis on reports at different periods, namely, their reporting standpoint, trend, focus, attitude and implicit sense of their words. The sampling method is as follows: to collect report materials on the website of Reference News. In light of the fact that the website of Reference News also makes a selection from those published articles, this survey doesn't make a group sampling any more, but directly accumulates all reports.

3. Research results

3.1 Concern and of western media on Olympics and their intention

What did media concern about? How was their attitude? Whether their focus was transferred during the Olympic Games? And how was their attitude? Whether their attitude was changed or not? Whether Olympics has changed prejudice of western media on China? To what extent? Whether there is something wrong with our foreign communication strategy? In which aspects have we taken a false step? In which aspects we are unassailable? How to carry out an effective communication strategy in the future? For answering these questions, the author will make clear the attitude of western media in those three periods of Olympics. She will analyze concern of western media on Olympic Games and where their intention lies by a comparative verification.

Before the Olympic Games (7-8 --- 8-8), focus of western media on Beijing was concentrated on three aspects (150 reports): city image (including environmental protection, security guarantee and Olympic facility), cultural concept (including the issue of human rights and understanding of Olympic spirit), and quality of national citizens. Through relevant reports, the author finds out that overall trend and standpoint of western media about Beijing Olympic Games is negative, and their attitude is tough and rough. Among the three aspects they are most dissatisfied with is cultural concept. 23 reports (92%) which criticize Olympic Games also consider Beijing Olympic Games a political movement to suppress human rights and misinterpret Olympic spirit. 22 reports which criticize security guarantee in Beijing completely negate each effort of Chinese people for the Olympic Games, and regard Beijing Olympic Games as a movement to suppress domestic democrats. The only aspect western journalists cannot find fault with are Olympic volunteers and quality of national citizens, and reports of praise account for 80%. Attitude towards environmental protection and Olympic facilities is also relatively appreciative. However, it seems that western media collude with each other, and nitpick although there is nothing to find fault with. They seize on an incident to exaggerate matters and wilfully misinterpret everything. In view of media distribution, most of negative reports come from Britain, France and US, and then Germany. Japanese media are quite cautious, and seldom take the floor. Such countries as Latin America all present amicable olive branches to China because they are aware of difficulties encountered by developing countries. However, their friendship towards China is merely manifested in the full passion to support Beijing Olympic Games without specific comments, so such kinds of reports haven't been listed out separately (20 reports). Besides, those innocuous neutral reports (55 reports) are not to be stated more than is necessary (for detail, please see Table 1, Table 2 and Figure 2).

Insert Table 1 about here

Insert Table 2 about here

Insert Figure 1 about here

After the formal opening of Olympic Games (8-8 --- 8-24), focus of western media was immediately switched to the competition. They were no longer tenacious in such wheezy issues as human rights and political ideology, etc, but concentrated upon the competition and influences of the Olympic Games. In the process of communicating with Olympic volunteers and Chinese citizens, western journalists gradually changed their original prejudices against China and assessed quality of the citizens and the Olympics with a relatively objective attitude. Western media poured all their enthusiasm to the competition which lasted only 16 days, and Beijing became the focus of world attention. The number of relevant reports even surpassed 100. In addition, a certain degree of pro-China trend was revealed naturally in some reports. Almost media from all over the world marveled at Chinese culture and history and at the line-up of Olympics opening ceremony. Even the punctilious Japan had to gasp in admiration in presence of this great feast. Chinese culture has overcome media and friends around the world. Thirty reports in the opening ceremony were full of words with enthusiasm, and besides, the five reports in the closing ceremony were convinced of Chinese culture. During the

competition, marvellous performance of Chinese team members made western media panic-stricken, with different states of mind, some worried, some watching from sidelines, and some pretending to be indifferent. Among 12 reports, there were even over 7 reports that disparaged Olympic spirit of Chinese athletes and misunderstood the goal of Beijing Olympic Games, which accounted for 58%. There were merely 2 reports with relatively objective analysis (17%), and another three reports were neutral. Among those reports which predicted influences of China, 19 reports (86%) approved of Beijing Olympic Games, and affirmed positive role of Olympics in moulding the national image and cultural reflection and economic impacts followed. Only America and Germany (3 reports, accounting for 14%) showed no understanding of the times to make disharmonious voice. After the Olympic Games, foreign tourists and journalists keep in more touch with Chinese citizens increasingly. With further communication and understanding, Chinese citizens leave them good impression, so 7 out of 9 reports were full of words of praise and only 2 reports contained meaning of criticism (for detail, please see Table 3, Table 4 and Figure 2).

Insert Table 3 about here

Insert Table 4 about here

Insert Figure 2 about here

Within one month after the Olympic Games (8-25 --- 9-26), Beijing and China was still a topic concerned by western media. So what influences did Olympics bring about? Whether it was as western media worried about that soft strength of China increased significantly, Olympics pulled Chinese economy to grow rapidly or the prospect was not optimistic? Therefore, western media aimed their camera shot at two sensitive topics, namely, influences of Olympics and quality of national citizens. There were totally 65 relevant reports, and 22 reports were concerned about influences of the Olympic Games, among which 18 reports spoke highly of positive influences of Olympics, and only 4 reported negative assessment. Such types of reports were relatively impartial. There were 19 reports on quality of national citizens, which included 11 reports approved of high quality of Chinese citizens, and merely 8 negative reports which were mainly from such countries as US, Germany and France, etc. Furthermore, there were also three other articles deserved to be noticed about Chinese cultural concepts. There is a relative small number of other reports on city construction and its image, etc, and their attitude is not explicit (21 reports), so here the author will not discuss one by one (for detail, please see Table 5, Table 6 and Figure 3).

Insert Table 5 about here

Insert Table 6 about here

Insert Figure 3 about here

Conclusion: from the above statistical data, it is discovered that most of western media hold a critical attitude towards the city image, such as environmental protection, security guarantee and facilities, etc, while their attitude towards the quality of the citizens and their cultural concepts is relatively complicated and multivariated. (See Table 7 and Figure 4).

Insert Table 7 about here

Insert Figure 4 about here

3.2 Cause analysis of identity conflicts

Firstly, difference of ideology between China and western countries. To China, Olympics is not a common sports event, because it carries dreams of too many Chinese people. History of humiliation during the past hundred years leaves Chinese people a profound complex of national calamity. Olympics is a means for them to display their physique robustness and mightiness of Chinese national power and to get rid of the nickname of "sick man of Asia". Indeed, robustness of the physique doesn't necessarily represent mightiness of the national power. However, perfect performance of Chinese people in the Olympics will be bound to bring strong political influences. Just as Sandschneider, the head of DGAP and famous expert in Chinese issues, predicted that, "The Olympics had never broken away from politics. Whether it is concerned about conferring of the right to host the Olympic Games, or about the methods of a host country to hold the Olympic Games, what the world public are interested in is not merely sports, but the political influences and means of the international society to manifest itself.... Holding of the Olympic Games certainly has a particular significance for the national image of China as well as for its international image. Olympics symbolizes that China has regained its international prestige, and also has reflected growth of its international influences after 30 years since its successful implementation of the reforming policy." (<<Reference News>>, July 31). Therefore, this desire to urgently remould its international image is inevitably reflected as making too much of the Olympics, extremely nervous that pretty disturbance might affect the significant opportunity to present the best side of China to the world. Hence we play so much emphasis on the security guarantee, improve air quality at any economic cost and try to ensure safe and sound proceeding of the Olympic Games. Maybe there exist cultural differences between overemphasis of China on the Olympics and understanding of western media in the Olympics, so misunderstanding emerges among western media.

Secondly, differences in several aspects of Chinese and western cultural concepts. For instance, in terms of authority concept, Chinese people hold hierarchy and authority in esteem, and their bureaucratism prevails, while westerners are indifferent to the authority concept, and they emphasize equality of people and authority of the law. In terms of behavioral way, Chinese people emphasize collective and cooperative spirit, and stick to the doctrine of the mean Confucian, while westerners emphasize individualism which prevails. In terms of life value, Chinese people despise acquirement of interests and pay attention to “face”, indirect and tolerant, while westerners focus on acquirement of interests and are indifferent to the concept of “face”, straightforward and strict. These cultural characteristics endow people with totally different thinking ways, value orientation and psychological characteristics. In terms of thinking way, Chinese people concentrate on imaginal thinking, while westerners prefer abstract thinking and logical thinking; Chinese people prefer comprehensive thinking, while westerners prefer analytical thinking; Chinese people pay attention to “unification”, while westerners emphasize “independence”. The differences of thinking way and behavioral mode will necessarily cause divergence in looking upon an issue and analyzing an issue between Chinese people and westerners. What seems quite natural might be a fuss in the eyes of westerners. However, what we believe should be reasonable in such a way might have other fish to fry in the eyes of westerners. For example, in terms of security guarantee, western journalists mistakenly believe that we resort to security guarantee to attack hostile forces within the country, while actually we just ensure successful proceeding of the Olympic Games. We believe that the opening ceremony can be magnificent and grand with the premise of being uniform, while westerners who attach great importance to individualism mistakenly consider it as a dictatorship and a suppression of the personality. Westerners regard it a waste of money to expend a huge fund to build Olympic venues and other constructions, while “pursuit of face” is a common fault of Chinese people, which it is difficult for westerners to recognize. Therefore, differences of cultural concepts cause western media to rise frequently in revolt to the Beijing Olympic Games, while it is also hard for Chinese people to accept excessive “nit-pick” of westerners.

4. Communication strategy

Distortion of western media in the national image of China is reflected both in divergence of ideology and difference of cultural concepts. Since we cannot change the ideology of each other, then it is possible to try to make up for differences in terms of cultural concepts. We should enhance an open context, and enable more westerners to understand our culture and to accept our civilization. Therefore, in the aspect of foreign communication strategy, we should pay attention to communication of two respects. Firstly, to disseminate profound historical culture of China and to present an authentic and comprehensive China to western countries. One westerner has pointed out that, “the biggest issue of Chinese development in the future is not economy, but a distorted national image.” Currently, China is at a critical sustainable period, so it needs to create a favorable public opinion environment and a harmoniously interactive atmosphere by means of moulding and disseminating its national image. Significance of sports in transmitting cultural value and moulding the national image cannot be overestimated. In an era of globalization, significance of cultural and knowledge system is on the increase, and cultural communication has become an important “soft strength”. It’s thus clear that westerners show a great interest in the historical civilization of China with a long history of five thousand years. Communication of historical civilization and culture is the best approach to attracting and impelling other nations.

Secondly, to mould the national image with an identity of the young “bird nest generation”. A national image can be signified and represented by a single individual or a group. For instance, the personal charm of a leader can represent the national image, and also the national image can be delivered by vigour and vitality of the young. What remains fresh in our memory is the young American President Kennedy, who represents the American culture filled with vigor and vitality. Also, the American “beat generation” in 1960s also conveys a national image of “depravation and degeneration”. Liang Qichao stimulated young people on their mettle and revitalized the country by his words “intelligent young people and then an intelligent nation; powerful young people and then a powerful nation”. Whether should we mould our national image with an identity of the contemporary vigorous young generation? As a matter of fact, excellent performance of the contemporary graduate volunteers during the Beijing Olympic Games has gained acclamation of the world. their honesty smile, intimate and polite attitude, their tolerant, open-minded and gratuitous breadth of mind, their ability to respond to all sorts of problems, their fluent foreign language, and their decent and generous gesture and dressing, etc, all manifest the national image of a new generation in China to the whole world, and enable oversea media to raise a high voice upon the rise of “bird nest generation”. “Rise” of the “bird nest generation” will endow the national image of China in the future with a brand-new supportive power.

In sum, construction of a national image not only depends on internal effort, but also on external assessment, and a powerful national economy will not necessarily result in improvement of a national image. An effective foreign communication should be applied to break through those ingrained prejudicial attitudes. Therefore, enlarging cultural communication and moulding an image of young people in a new era will play an extremely significant role in constructing the image of a country with enthusiasm in international affairs.

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All data in the article originates from the significant research project of the national humanistic and social science assumed by Renmin University of China, "Olympics: Construction of Chinese national image of Humanistic idea, Social value and Culture". Feng Huiling and Hu Beijing are principals of the project group.

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Table 1. Reports by western media before the Olympics (criticism)

Concern Project	City image			Cultural concept (Human rights and understanding of spirit of Olympics)	National citizen's quality
	Environmental protection	Security guarantee	Olympics facilities		
The number of reports and the percentage	4/7 (57%)	22/22 (100%)	9/16 (56%)	23/25 (92%)	1/5 (20%)
Keywords	Absolute role	Destruction, dissatisfaction, neglect of management, severe and discordance	Headache, flinch, and disorder	Pain, venting of grievance, conceit, irritability, xenophobia, infringement, and oppression	language barrier, prostitution and cheat

Table 2. Reports by western media before the Olympics (praise)

Concern Project	City image			Cultural concept (Human rights and understanding of spirit of Olympics)	National citizen's quality
	Environmental protection	Security guarantee	Olympics facilities		
The number of reports and the percentage	3/7 (43%)	0	5/16 (31%)	2/25 (8%)	4/5 (80%)
Keywords	Fresh and clean and perfect		Sufficient	Pride	Perfection, diligence, modesty and good temper

Table 3. Reports by western media during the Olympics (criticism)

Concern Project	Cultural concept (opening/closing ceremony)	Competition (Understanding of Olympic Spirit)	Prediction of influences (economics, culture and national image)	National citizen's quality
The number of reports and the percentage	0	7/12 (58%)	3/22 (14%)	2/9 (22%)

Keywords		Craze, Sick man of Asia, cockiness, national humiliation, wild ambition, culture of golden medal, sports machine, malformation, abnormal state and mistreatment	Arrogance, nationalism trend, inferiority complex and lack of democracy	Hard draw and drag
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Table 4. Reports by western media during the Olympics (praise)

Concern Project	Cultural concept (opening/closing ceremony)	Competition (Understanding of Olympic Spirit)	Prediction of influences (economics, culture and national image)	National citizen's quality
The number of reports and the percentage	35/35 (100%)	2/12 (17%)	19/22 (86%)	7/9 (78%)
Keywords	Enchanted, gorgeous, magnificent, charming, spectacular, splendid and extremely shocked	Accompaniment and dignified and imposing	Leader, strengthen, creativity, culturally powerful nation, global views and pride	Intimate, well-mannered, fair, optimistic, vitality and patriotic

Table 5. Reports by western media after the Olympics (criticism)

Concern Project	Influences (economics, culture and national image)	Cultural concept	National citizen's quality
The number of reports and the percentage	4/22 (18%)	2/3 (67%)	8/19 (42%)
Keywords	pile of money, craze, exhaust, narrow, ambition and conceal	Block, pinchbeck, and play tricks	Violation, contradiction, Sick man of Asia, self-distrust, nationalist sentiment and vent

Table 6. Reports by western media after the Olympics (praise)

Concern Project	Influences (economics, culture and national image)	Cultural concept	National citizen's quality
The number of reports and the percentage	18/22 (82%)	1/3 (33%)	11/19 (58%)
Keywords	regard with special esteem, perfect, respect, mature, confident and miraculous	Harmonious	Public and sweet

Table 7. Changes of attitude of western media during the three periods of the Olympics

Concern Period	National citizen's quality		Cultural concept	
	Praise	Criticism	Praise	Criticism
Before the Olympics	4/5 (80%)	1/5(20%)	2/25(8%)	23/25(92%)
During the Olympics	7/9(78%)	2/9(22%)	35/35(100%)	0
After the Olympics	11/19(58%)	8/19(42%)	1/3(33%)	2/3(67%)

Figure 1. Comparison of attitude of western media before Olympics

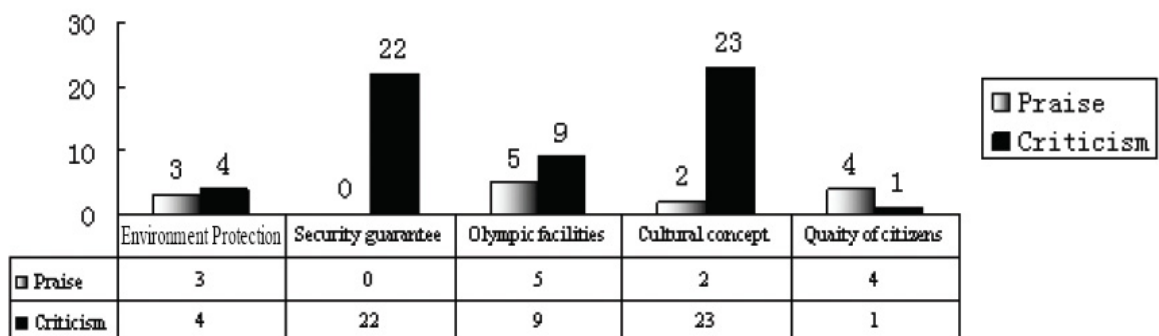


Figure 2. Comparison of attitude of western media during Olympics

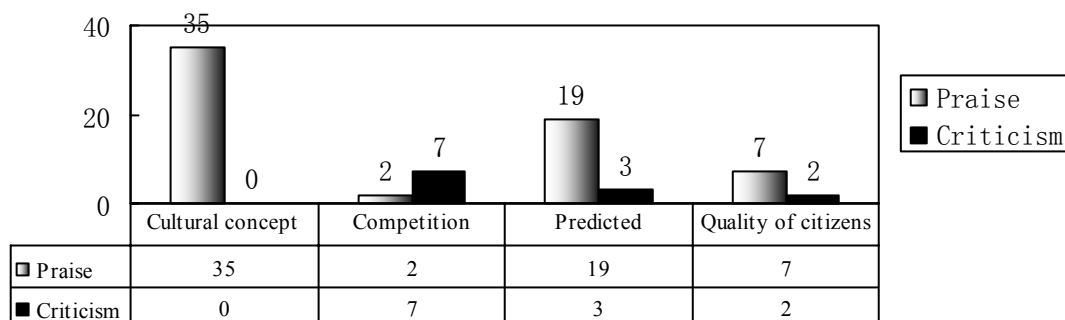


Figure 3. Comparison of attitude of western media after Olympics

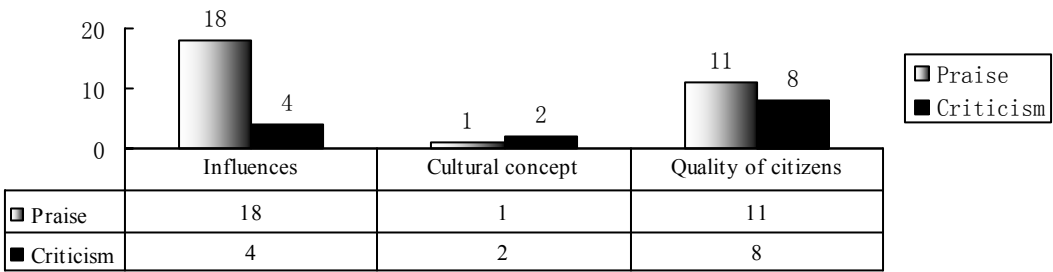
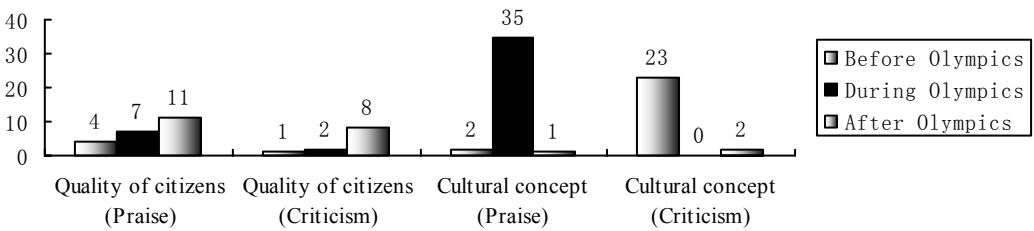


Figure 4. Changes of attitude of western media at three periods of Olympics





Comparison of Bank-Oriented or Market-Oriented Financial System and Inspiration

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Abstract

In order to get benefits from trade, financial system plays an important role. Without financial system, commodities are traded in spot market. Every family collects capitals by self resources. To collect capitals by the internal financing to build railways is just as the words said by Marx in Capital: "I am afraid of no railways till today." In present economic system, financial system has two kinds of structures, namely the market-oriented one and the bank intermediary-oriented one. By comparing the two structures, we can get useful experiences for references.

Keywords: Financial system, Market orientation, Bank orientation, Complement

After the South Sea Bubble and Mississippi Scheme, different treatments result in sharply different financial system structures: the stock market-oriented Anglo-Saxon model and the bank-oriented Europe continent model. At present lots of countries, including developed countries and developing countries adopt the two kinds of financial systems.

1. The classification of financial system

Today, the financial system is vital for resource allocation. Through the financial system, household deposits flows in enterprises and capitals distribute among different enterprises. According to market and bank's different effects on financial resource allocation, the financial system can be sorted into the market-oriented financial system and the bank intermediary-oriented financial system.

A defect of the market-oriented financial system is that the market is incomplete. To build market needs fixed costs. Only when reach the critical minimum scale, can it match up with costs. Therefore, many small markets fail to survive. Information asymmetry, moral risks, and other reasons also contribute to the failure of markets. The intermediary-oriented financial system can overcome these problems by making up risks sharing contracts. Furthermore, because the price fluctuation of assets may have less or no relation with the basic value of assets, incomplete market brings about higher risks to individual investors and enterprises. As a matter of fact, without market, the financial institution may offer a risk- smoothing service that could not be realized by market. Finally, because the benefits from market differ from the benefits from institutions that devote themselves to supplying risks sharing chances in nature, market competition may ruin institutions' function of risks sharing, what will cause disintermediation that can barrier the coexistence of market and institutions in competition. Therefore, it deserves to be balanced carefully between financial market's afterwards efficiency and financial intermediary's risks sharing function.

Surely, the competitiveness of market-oriented financial system and the stability of bank-oriented financial system are not in harmony. Banks compete for market shares, what will inevitably lead to severe competition between banks, what may lead to excessive risks sharing behaviors. If a bank suffers from certain strike, it may make bank's creditors worry about that. As a result, the chain effect happens, affecting other banks in positive conditions. It makes banks fall in an

embarrassing situation. Market competition determines the existence of amounts of banks, what will cause financial infection.

However, all these things centers on information. Market and intermediary process information differently. Market is an effective mechanism for summarizing information. Intermediary, as the appointed supervisor, can help to save costs of collecting information. For market and intermediary, which one is more efficient, that is determined by the type of information. As everyone agrees on what information needs to be collected and how to process, intermediary is maybe more efficient, in reducing the repetitiveness of information collection and process. If everyone expresses their opinions and has specific intentions, competitive market is better, in processing this type of information.

2. The comparison of countries with different typical financial system respectively

Different responses to the frangibility of financial market lead to two kinds of financial systems. The first is market-oriented, such as America. The other is bank-oriented, such as Germany.

To compare different kinds of financial systems is complicated. And the answer is not simple. In analyzing the financial system, the most important is to balance the functions of different financial systems. Table 1 displays the financial systems in some countries. Financial systems in America and Germany are regarded as two typical financial systems. America has the extreme competitive market- oriented financial system. It has the inclination of instability in nature. The pervasion of considerable information causes the “free rider” problem, which is not good for people collecting information. Meanwhile, it enhances unnecessary external restrictions on corporate governance. Germany has the other extreme financial system. Concentrative bank-oriented financial system guarantees stability, without the “free rider” problem. Individuals have strong motivations for collecting information.

Insert Table 1 about here

Furthermore, from Table 2 we notice that conditions in America and Germany are typical and extreme. Banks are not so important in America. Banks loans are only equal to 73% of GDP, almost being half of the percentage in Germany, namely 132%. Meanwhile, the market value of American stock market is about 127% of GDP, being three times of Germany, namely 45%.

Insert Table 2 about here

In all countries, the financial system turns household deposits into funds for corporate investment. But effects of financial market and financial intermediary have different importance. Families possess different types of assets, what is shown in Table 3. In America, families hold securities that have changeable prices along with the development of market. German financial system depends more on banks and other intermediary institutions. Families usually hold financial institutions' fixed bonds. Therefore, the risks caused by changeable assets hold by families in the two countries are different. But at least the two countries have one common ground: internal financial preference. In other words, corporate investments are more from retained earnings rather than external financing, which is in accordance with world popular theory of capital structure: The sequence of corporate financing is internal financing, bond financing, and stock financing.

Insert Table 3 about here

Note: American total household financial assets are 327% of GDP. The percentage in German is 194%. The two percentages do not mean German are poor but indicate that in German the household wealth in form of financial assets is less than that in America.

Insert Table 4 about here

Next, we compare the national income per capita in America and Germany, respectively as the representative of the market-oriented financial system and the bank-oriented financial system.

Insert Table 5 about here

From Table 5, we notice that the relative margin of Germany and America is only 16.7%. The difference is small or even we can regard them as be equal. Two different financial systems respectively in the two countries promote the effective distribution of resources. A further analysis of relevant data in other three countries in Table 1 and more developed countries shows that two systems have their advantages and disadvantages respectively. The empirical study does not support the market- oriented opinion or the bank-oriented opinion. Therefore, we can not determine what it is the market- oriented financial system or the bank-oriented financial system carries out the function of financial system better. Different financial systems mean financial system transforms deposits into investments by different ways, and different corporate governance structure and methods.

3. Inspiration

Based on analyses above, we know that both financial market and bank intermediary has defects. But we should make it clear that financial intermediary has a driving effect on market operation. One of main functions of intermediary is to

support the operation of market. That inspires us a lot undoubtedly. Market deserves praises as an invention. Market requires that some investors must possess professional techniques. As investors pay too much for collecting information, the sub-prime resolution may turn into an alternative. Besides, at present in China the bank-oriented financial system can promote economic growth effectively. It is irrational to force intermediary-oriented financial system to turn into market-oriented financial system. Intermediary and market are all useful methods for solving the information costs issue and other barriers. The relationship between market and intermediary is not opposite but complement.

The optimization of financial system is to make financial system exert its functions completely by choosing the proper financial system structure model. In fact, it is to make a balance and improvement for the market-oriented financial system and the bank-oriented financial system, driving the sustainable development of finance. The development of science and technology, and the characteristics of China's financial structure serve as favorable conditions for the effective integration of bank intermediary-oriented financial system and market-oriented financial system.

The general characteristics of China's financial structure supply conditions for the complementation of two financial structures. Firstly, the bank financing dominates the financing structure and the distribution of banks scales is imbalance. Secondly, the financial market grows fast in recent years. Its importance is rising gradually. Thirdly, the general development of financial system in China is at a lower level with low efficiency. And the exterior institutional environment is imperfect.

Progresses of information technology reduces the information asymmetry in financial market and relieves the adverse selection and moral risk issues, changing the financial market more or less, and ensuring the feasibility of two financial system structures' complementation. Firstly, the debt market becomes larger. More and more tools for debts can be traded. Secondly, the derivatives market develops. The market risks costs for enterprises in transactions are reduced. Thirdly, the payment system develops electrically, reducing the requirements for families saving wealth in banks.

Therefore, after comparing and analyzing the conditions in the two typical countries, considering China's conditions, we should pay attention to these points as follow in order to build and perfect a financial system in China.

(1) Present financial development system should take the coordinative development mode with bank financial intermediary institutions and capital market. The development of banks and non-bank financial institutions and the development of capital market are more complement rather than competitive. High-effective capital market should be supported by healthy intermediary financial institutions as payment and liquidity system. And the trade in capital market and the development can not be realized independently without the support of financial intermediary. Therefore, to promote the reform of commercial banks, break the monopoly, form a positive competitive pattern, and enhance financial institutions' capabilities is extremely important. To release the entrance barrier of banking industry can help to deepen the financial reform. But the process is step by step. And the encouragement to competition should be proper. As a matter of fact, it is to seek for a balance between economic efficiency and economic stability.

(2) To improve the right protection mechanism for depositors can benefit both lenders and potential borrowers. To issue laws and regulations about protecting investors is vital for the development of capital market, especially the perfect of auditing, accounting, and relevant information releasing system. China has always emphasized on the constitution of laws but neglect the execution in the capital market. And the construction of morals is also ignored. We must change these conditions and strengthen the construction of moral system, forming a complement mode of laws and morals concerning the protection for investors.

(3) Government's regulation and supervision over financial institutions are necessary and should not be neglected. The financial system has its internal vulnerability. The scientific and powerful supervision of government can help to form and perfect relevant institutions.

(4) Perfect the information disclosure system and release more information effectively. To disclose necessary information and publicize the facts of employees abusing rights can protect the interests of small shareholders, restraining banks and other institutions' capability of controlling the market, and driving the financial development. To perfect the information infrastructure can drive small borrowers to enter the market. Improve the management innovation and business operational techniques in special micro financial institutions.

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Table 1. Overview of financial system

	America	English	Japan	France	Germany
Financial market:	Most important	Most important	Developed	Relative unimportant	Unimportant
Competitiveness					
of bank:	High				
Concentration					
of banks:	Low				

Source: Gail Liberman & Alan Lavine. (2002). Comparing Financial System. p4.

Table 2. Compare the conditions of banks and markets respectively in America and Germany in 2003

	America	Germany
Banks loans / GDP(%)	73	132
Market value of stock / GDP(%)	127	45
Market value of private bonds / GDP(%)	73	36

Source: European Central Bank, Federal Reserve. From: Richard A. Brealey, Stewart C. Myers & Franklin Allen. Principles of Corporate Finance.

Table 3. Proportion of financial assets hold by families to GDP respectively in America and Germany in 2002 (%).

	America	Germany
Banks assets	59	70
Insurance and funds	120	68
Equities	118	36
Other	30	20

Source: European Central Bank, Federal Reserve. From: Richard A. Brealey, Stewart C. Myers & Franklin Allen. Principles of Corporate Finance.

Table 4. The proportion of financial institutions' portfolio to GDP respectively in America and Germany in 2002.

	America	Germany
Debts	45	80
Loans	38	125
Equities	26	30
Deposits and cashes	13	68
Others	56	20

Source: European Central Bank, Federal Reserve. From: Richard A. Brealey, Stewart C. Myers & Franklin Allen. Principles of Corporate Finance.

Table 5. Compare the national income per capita in America and Germany in 2006. (10,000 US dollars)

National income per capita in America	GDP per capita in Germany	Relative margin
4.2	3.5	16.7%



‘Korean Wave’ — The Popular Culture, Comes as Both Cultural and Economic Imperialism in the East Asia

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Abstract

Korean popular culture such as movies, TV dramas, and pop music is overwhelmingly powerful and TV dramas are one of the most remarkable popular cultures of these. They are not only popular in terms of the fanaticalness of audiences and fans, but also bring considerable profit to the national income. Cultural imperialism to be a new form of economic imperialism. The Korean wave brings a different level of Korean fever in certain East Asian countries, such as China, Hong Kong, Taiwan, Singapore, Japan, and the Philippines. This paper aims to analyse the changing position of audiences and consumers. It discusses the role of the media, especially, television, which is not only to provide entertainment to its audiences, but is also to change the audiences' consumption.

Keywords: Korea wave, Media, Cultural imperialism, Economy, Audience

‘If imperialism is the dominance of one nation of another, media imperialism is the dominance of one nation's media system by another, and cultural imperialism the dominance of one nation's culture by another. The problem is that the media are the main vehicles for the transfer of cultural values from one nation or society to another. The term ‘culture’ or ‘way of life’ is also fraught with definitional problems. Some scholars choose to use media imperialism in a narrow way, examining only the transfer of media products and media practices, while other see the term as synonymous with cultural imperialism’ (Williams, 2003: 218).

1. Introduction

The term ‘Korean Wave’, also ‘known as Hallyu or Hanryu, refers to the popularity of South Korean popular culture in other Asian countries.’ (Note 1) Korean popular culture such as movies, TV dramas, and pop music is overwhelmingly powerful and TV dramas are one of the most remarkable popular cultures of these. They are not only popular in terms of the fanaticalness of audiences and fans, but also bring considerable profit to the national income. The numbers of tourists visiting Korea was 5, 347, 468 in 2000. (Note 2) Even though there were two major events such as September 11th and the FIFA World Cup in 2001 and 2002, they did not affect the tourists' determination to visit Korea. The percentage of tourists increased to 3.9% in 2002. (Note 3) The figures show that the tendency of Korea is not merely based on the pleasure and gratification of audiences' desires, but also on people taking further action to visit Korea personally. In particular, visiting the shooting locations of certain TV dramas has become the norm.

Culture refers to ‘the beliefs, way of life, art, and customs that are shared and accepted by people in a particular society’. (Note 4) In the case of economy, it is defined as ‘the system by which a country's money and goods are produced and used, or a country considered in this way’. (Note 5) The definitions of culture and economy show that they are two different categories in sociology. However, the phenomenon of the Korean wave is an evidence of how cultural imperialism develops as economic imperialism. The relationship between them is intricate and interactive. O'Sullivan et al. (1983) defines ‘culture is seen as the sphere in which class, gender, race, and other inequalities are *naturalized* and *represented* in forms which sever (as far as possible) the connection between these and economic and political inequalities’ (cited in Tulloch, 1990: 8). Cultural imperialism to be a new form of economic imperialism. The Korean wave brings a different level of Korean fever in certain East Asian countries, such as China, Hong Kong, Taiwan, Singapore, Japan, and the Philippines. From food, language, fashion, to tourism, the phenomenon of Korean wave permeates through each corner of East Asia.

Korean TV dramas appeared as both a cultural and economic imperialism of East Asia in the late 1990s. As Morley states, 'mobilizing a hypodermic model of media influence, in which the media are seen as having the power to 'inject' their audiences with particular messages which will cause them to behave in a particular way.' (1989: 16). 'A particular way' refers to the reaction of Korean fanatics here. The term imperialism refers to the benefits were brought back to Korea after many popular dramas were exported to neighbouring countries. According to Schiller (1969), the term cultural imperialism is defined as the:

'Sum of the process by which a society is brought into the modern world system and how the dominating stratum is attracted, pressure, forced and sometimes bribed into shaping social institutions to correspond to, or even promote, the values and structures of the dominating center of the system' (Cited in Williams, 2003: 218).

This paper aims to analyse the changing position of audiences and consumers. It discusses the role of the media, especially, television, which is not only to provide entertainment to its audiences, but is also to change the audiences' consumption. Audiences are influenced by TV dramas, for example, Korean TV dramas. People are fascinated by the plot, the pop stars, and the songs. Seeking the reasons for the popularity of Korean TV dramas is required to deduce from its background, such as the kind of pleasure given by the dramas and the element of cultural proximity. A literature review of two chapters of Ien Ang's book *Watching Dallas* (1985) is provided, which includes the Introduction and Dallas between reality and fiction. This essay also, analyses in what ways television audiences accept certain kinds of television programmes. Moreover, the paper discusses the role of the media in the age of globalisation, the power of the media and its strategies in terms of advertising. Finally, a conclusion of this paper is given.

2. Literature Review

In Ien Ang's book *Watching Dallas*, he points out that pleasure is one of the essential reasons why people enjoy watching television programmes. Even though audiences can be led by the attractive advertising, nobody can be forced to watch television (1985: 3, 9). However, it seems to Adorno and Horkheimer that 'the experience of pleasure in mass culture is a false kind of pleasure, even part of the trick of manipulating the masses more effectively in order to lock them in the eternal statuesque of exploitation and oppression' (Ang, 1985: 17).

According to Ang, 'sociologists often start with the premise that media-use is determined by people's needs and the gratifications they expect...pleasure must be conceived of as not so much the automatic result of some 'satisfaction of needs', but rather as the effect of a certain productivity of a cultural artefact' (1985: 9). No matter what kind of satisfaction audiences look for, seeking the satisfaction of need can be understood as one of the considerable factors why people enjoy watching TV. Actually, a comedy is not always necessary, a tragedy touch audiences' souls as well. This factor can be connected with the Korean TV dramas, they do not always have a happy ending, and in fact some of them are totally different versions to the audiences' expectations.

In Frith's (1982) opinion of pleasure, he quotes from Marx's idea that gloom is the reason that people enjoy mass culture (cited in Ang, 1985: 17). This idea is based on rock music.

'Marxist idea is as follows: because the production of culture is subject to the laws of the capitalist economy, cultural products are degraded into commodities to make as much profit as possible on the market. The exchange value of those products is therefore essential for the producers, leading to a neglect of quality. The capitalist market economy is only interested in the production of surplus value and as such is indifferent to the specific characteristics of the goods: caring only that they are sold and consumed. Mass culture is the extreme embodiment of the subjection of culture to the economy; its most important characteristic is that provides profit for the producers' (Ang, 1985: 18).

The Marxist idea is to describe the production of culture as the commodities in a capitalist market. It includes other aspects, such as exchange value, quality, surplus value, and profit. Marx critically suggests that the main concept of the producer is to make profit. They only care about whether or not the commodities can be sold and consumed. Therefore, the quality of these commodities and the specific characteristics of goods are lacking (Ang, 1985: 18).

Each scholar has a different perspective on the mass media. In Ang's opinion, 'popular pleasure is first and foremost a pleasure of recognition' (1985: 20). There is no denying that television brings pleasure to its audiences. People seek relaxation and pleasure through it. Indeed, Ang describes television viewing as 'time for yourself' (1985: 21). After one finishes a long day's work, entertainment plays an influential role in one's leisure time. On the one hand, 'entertainment is usually associated with simple, uncomplicated pleasure, therefore, entertainment is also called as 'mere entertainment' (1985: 19).

'This is to evade the obligation to investigate which mechanism lie at the basic of that pleasure, how that pleasure is produced and how it works—as though that pleasure were something natural and automatic. Nothing is less true, however. Any form of pleasure is constructed and functions in a specific social and historical context' (Ang, 1985: 19).

One of the strategies of a television serial is to link the story with audiences' histories, social situation, and the aesthetic and cultural preferences (Ang, 1985: 26). When Ang talks about the value of television programme, he compares the different interpretation of 'value' that the viewer and producer have. Entertainment is the value for the viewer. On the other hand, advertising time is the most valuable time for the producer as it is time for selling a product (1985: 19). Generally speaking, people in different positions have different understandings of the word 'value'. As far as a producer is concerned, making a profit through television programmes is a, or the only way to survive. However, this ambition cannot come true without audiences' support. Therefore, understanding what audiences' need and what they like to watch become the crucial issue.

3. The Efficiency of McDonald's

Lull (1995) defines globalisation as 'a complex set of interacting and countervailing human, material, and symbolic flows that lead to diverse, heterogeneous cultural positioning and practices which persistently and variously modify established vectors of social, political and cultural power' (cited in Moeran, 2001: 12).

Globalisation was not a new concept in the 1990s. When people praise globalisation, on the other hand, there is lots of objection from others. This paper focuses on the affects of global culture. In James L. Waston's book *Golden Arches East: McDonald's in East Asia* (1997), he analyses how McDonald's has successfully captured local consumers in East Asia. In the relationship between globalisation and media, Williams defines globalisation as 'a theory recognises the complexity of the contemporary global media environment, and in particular the part media in the 1990s played in preserving, promoting and defending the local' (2003: 224). It is important to draw evidence from the success of McDonald's before analysing people's acceptance of global cultural change.

It is well known that McDonald's is 'fast food coming from America' (Waston, 1997, cited in Moeran, 2001: 42). Waston (1997) suggests that even though the way of cooking is totally different from the West to the East, people are happy to accept the new culinary way (Moeran, eds, 2001: 42). Even though McDonald's food is considered as junk food somewhat, it does not affect people's pleasure when eating it. According to Moeran, 'exploitative, corrupting, or unhealthy' do not represent the western-style cultural experience of eating at McDonald's (Moeran, eds, 2001: 41). The McDonald's phenomenon shows 'the revolution in family values that has transformed East Asia.' As Moeran stresses this phenomenon is representative of 'global cultural change, but not subversion' (Moeran, eds, 1997: 42). In other words, people accept this changing with pleasure, rather than go against it.

McDonald's is a paradigmatic case of social transformation. In Chaney's (1996) opinion that 'culture has been transformed as a social construct away from relatively general and received "ways of life" to more diverse and constructed designer cultures and "lifestyles"' (Moeran, eds, 1997: 40). In the case of popular culture, according to Lull (2000), 'Global popular cultures strikingly reflect the cultural metamorphoses and transformations of social influence that are now underway' (Moeran, eds, 2001: 41). However, the change only happens regarding the influence of food. It does not mean that the same phenomenon happens in the popular culture.

Hannerz (1992) argues that the development of culture is only related to the economy. Cultural processes seem to play a passive role in the relationship with the economy (cited in Moeran, 2001: 35). This passive role suggests that the development of culture does not function as the leader of social development. Curran and Seaton (1997) describe the role of the media in globalisation seen as 'the shock troops of global cultural revolution' (cited in Williams, 2003: 223). The acceptance of fast food and popular culture is different. This paper provides further discussion about popular culture and cultural proximity in the coming section.

4. Television, Audience, and Consumer

'As a commodity form, television seeks to organize the viewer's relationship to cultural meanings according to the dictates of the role of the consumer. Television attempts to constitute this role at two separate but interrelated level: given television's economic imperatives, the viewer is constituted abstractly as a consumer in the larger socioeconomic order of capitalist goods and services; more importantly, given its technological and organizational structures, television attempts to constitute the spectator as a consumer of television as a cultural commodity...In effect, television appropriates the 'free time' of the individual in order to carve out of the private realm of leisure a space in which to produce economic value...Just as the early factory system commodified the labour capacity of the worker, the system of modern broadcasting commodifies the very symbolizing capacity of the privatized viewer, objectifying and quantifying it for the advertising market' (Robert Dunn, cited in Tulloch, 1990: 63).

Obviously, television does not simply exist to provide entertainment. The main concern of television is to provide its audiences with goods and services as well. In other words, the meaning of entertainment is like a backdrop, to be presented in front of its audience. What is hidden behind the backdrop? It seems to Croteau and Hoynes that 'there is an

underlying commonality to almost all advertisements: They are fundamentally about *selling*. They address their audiences as *consumers* and celebrate and take for granted the consumercapitalist organization of society' (2000: 183).

'The "encoding/decoding" model, developed by Stuart Hall (1980a) and David Morley (1980). The model saw the production (encoding) and consumption (decoding) of television as two distinct semiological processes. Television programs were no longer seen as reflections or distortions of reality, but as a set of highly coded *significations*, the product of specific aesthetic, political, technical and professional ideologies' (Lewis, 1991: 58).

Lewis points out that television's message is powerful. The meaning of powerful here refers to the changing attitude of audiences. After people receive the information given by television, people's esthetic sense or standard of life may be influenced by certain kinds of programmes or advertisements (1991: 61). For example, *Winter Sonata* is one of the most popular Korean TV dramas, it presents a complicated, and romantic love story that takes place in Korea. (Note 6) Audiences are not only fascinated by the plot of the drama, but also intend to visit its shooting location after watching the drama.

According to a survey conducted by the International Travel Fair in Korea, Seoul ranks as the most popular city for tourists, following by the soap operas' shooting locations. (Note 7) In Singapore, for instance, after broadcasting Korean TV dramas, some of the travel agencies use Korean soap opera as the selling point to promote their tourism. (Note 8) As Lewis points out, 'use and gratification' a complete transfer of power from the TV message to the TV viewer' (1991: 14). 'Use' can be understood as the way of watching. However, 'Gratification' is adopted in terms of spirit and material.

'Served to stimulate consumption among those who had the wherewithal and desire to consume, it also tried to provide a conception of the good life for those who did not...in the broader context of a burgeoning commercial culture, the foremost political imperative was *what to dream*' (Ewen, 1976, cited in Croteau & Hoynes, 2000: 185).

Korean TV dramas can be seen as a new and indirect way of advertising. Kubey and Csikzentmihalyi criticise that the main concern of television programmes is to sell advertising. (1990: 33) It seems to them that watching television is a sort of motivation, as people are motivated to earn money to buy the products that are promoted. (1990: 33) Therefore, in Zillmann and Bryant's opinion, 'consumption can be highly adaptive. This is the case when consumption serves to improve on prevailing moods, affects, and emotions, shifting them from bad to good or good to better' (Kubey & Csikzentmihalyi 1990: 34). Audiences' psychology of consumption can be understood clearly from the way they perform.

It seems to Croteau and Hoynes that 'advertising presumes and promotes a culture of consumption, normalizing middle- or even upper-middle-class lifestyles and making buying power a measure of both virtue and freedom' (2000: 184). People are free to consume and make decisions on what they want to consume. Korean TV dramas play a part as a good introduction of each facet of Korea.

On the one hand, TV dramas used for promoting Korean tourism are one of the typical examples of how people are influenced by the power of television programmes. Although the strategy of selling seems different from direct advertising, it is a new way of economic imperialism. As Ang (1996) argues 'the conflation of commercialism as an economic principle of production, which is utterly capitalistic, with commercialism as a cultural system of producing goods for consumption, which certainly has connections with the popular' (cited in Moeran eds, 2001: 31).

After the popularity of Korean TV dramas, Dator and Seo point out that 'South Korea may be leading the transition as it implements policies to base their economy on popular culture, perhaps eventually replacing "Gross National Product" as a measure of socioeconomic success with "Gross National Cool"'. (Note 9) Korea is not the other new world—America is. Korean tourism has become popular only after exporting popular culture to other East Asian countries. General speaking, there are different purposes for visiting Korea, as the figures shows from the Korean National Tourism Organization, 71.9% of the total number foreign visitors went for pleasure in 2002. Japanese tourists accounted for 43.4% of the total number of foreign visitors. China ranked second with 539,466 visitors in 2002. (Note 10)

Using TV dramas to promote Korean tourism is one aspect of cultural imperialism. On the other hand, Korean food is also promoted through the dramas. 'South Koreans are only just starting to realize that food can be just as profitable an export as semiconductors' (Note 11). Kim Chi, one of the traditional Korean foods, has become an accompaniment of the acceptance of Korean TV dramas. Returning to the acceptance of the McDonald's in Asia, the situation of Kim Chi is more or less similar to that of McDonald's.

The more the Korean phenomenon reveals of itself, the more equivocal is the role of the television audience. The role of the audience changes in different situations. Indeed, as Ang stresses, there is not a fixed definition of television audience, as its definition is unfinished (1991: 14). Ang (1990) describes the audience as a commodity, 'with viewing as

an essentially commercial transaction, in which all that matters is a “sale” and program content matters only to the extent that it encourages a sale’ (Hay et al. eds, 1996: 100). When the audience is used to calculate the rate of viewing, it becomes a number (Hay et al. eds, 1996: 100). In McQuail’s (1987) opinion, the audience may be conceived as a social group, which is based on the similar interests and share the same experience of communication in terms of place, class, politics, and culture (Hay et al. eds, 1996: 100). From Fiske’s (1989) point of view:

‘There is no such thing as “the television audience,” defined as an empirically accessible object...The “television audience” is not a social category like class, or race, or gender—everyone slips in or out of it in a way that makes nonsense of any categorical boundaries: similarly when in “it” people constitute themselves quite differently as audience members at different times...Categories focus our thinking on similarities: people watching television are best modeled according to a multitude of differences’ (cited in Seiter et al. eds, 1989: 56).

McQuail (1987) defines the audience as the potential consumers of a market (Ang, 1991: 27). This definition is not only appropriate in terms of television programmes, but also advertising (Ang, 1991: 27). McQuail (1987) explains that ‘the essence of any market is to bring goods and services to the attention of potential consumers, to arouse and keep their interest’ (cited in Ang, 1991: 29). Television advertising can be understood as a market that sells various commodities. Audiences, therefore become the consumers of the market. It does not mean everybody will be the consumer as some of them may just glance over the products. However, as McQuail (1987) points out ‘We never conceive of ourselves as belonging to the markets, rather we are placed in market categories or identified as part of a target group by others’ (cited in Ang, 1991: 32).

Seiter et al. criticise television audiences as ‘television zombies’ (1989: 16). This viewpoint is based on the use of television; for example, television audiences consume the products, which are advertised through television (in their example, a constant diet of pre-digested junk food) (1989: 16). Critical thinking seems to be lacking in the way audiences consume. However, as Seiter, et al. point out ‘only few people think about that these “television zombies” are always other people’ (1989: 16). Obviously, television audiences do not realise their situation in the commercial world, they may not agree that they are one of the zombies, even if they are slowly mesmerised.

If the audience’s role is merely as a viewer, there is nothing to do with the producer who makes a large profit through television programmes. What would people be watching on the television—maybe nothing. According to Ang, the term audience is a ‘profoundly ideological concept...Broadcasting institutions are not concerned with “viewers”, but they are with “audience”...Broadcasting institutions do not seek viewers; they seek audiences’ (1991: 37). A person can use their own VCR to record things they like. They are free to use them; pausing, replaying, shuttling forward if they like. This person is called a viewer. In the case of audience, ‘use’ is not an action for them. Rather, what audiences can do with television is only watch and consume it (Ang, 1991: 37). This is the essential difference between viewer and audience. In other words, viewers are not consumers, but audiences are.

It seems to Marx that ‘consumers produce themselves in the process of consumption’ (Mosco, 1996: 26). The producer understands more about the audience’s needs than the audiences themselves. This understanding is based on the reception of certain programmes. It does not mean that the producer makes decisions for the audience. Rather, it is the audiences’ preferences that making the decision of the programmes. The audience is no longer playing a passive role in television, as the position of the audience is the consumer as well. Halloran (1970) concludes that what is relevant is ‘what people do with the media rather than what media do to them’ (Seiter, et al. eds, 1989: 16). No market can survive without people’s consumption. It is the same situation of television programmes and advertising. Becker (CBS executive) claims that ‘I’m not interested in culture. I’m not interested in pro-social values. I have only one interest. That’s whether people watch the program. That’s my definition of good, that’s my definition of bad’ (cited in Ang, 1991: 27).

5. The Acceptance of Korean TV Drama

‘Korea is like the next epicenter of pop culture in Asia’ —Jessica Kam, vice president for MTV Networks Asia. (Note 12) Japanese TV dramas have been popular for certain duration in Asia. Today, the popularity of Korean TV drama has replaced the situation the Japanese dramas once experienced. Korean TV dramas are a reflection of the audience’s acceptance of the elements of pleasure and cultural proximity.

Autumn Fairy Tale (2000), *Winter Sonata* (2002), *Stairway to Heaven* (2003/4) (Note 13) are the typical and successful examples of Korean TV dramas in Asia. These dramas are based on the complicated love story between the younger people and the family. According to Iwabuchi (2001) and Lin’s (2002) explanation of Korean TV dramas, ‘they place the heart-wrenching, often tragic, stories of young lovers in the Confucian familial framework...heightens the conflict arising from family (and familial) duties (Erni and Siew, 2005: 7). The plots of Japanese TV dramas and Korean TV dramas are more or less similar, that is they concern the love stories of young people in the city. However, the plot of

Japanese TV dramas do not seem as complicated, John and Siew point out that the plot of Japanese TV dramas is predictable (2005: 7).

‘The “structure of feeling” is that of a translocal reckoning of moral ideals and practical decision-making not only in terms of matters of youthful sentimentality and sexuality, but also of a syncretic “Asian modernity” capable of enlisting middle-class-based, cross-generational, and western-value sensitized, dialogue and sentiment as a part of the social imaginary for an increasingly regionalized cultural Asia’.

The plot of every drama is one of the most important elements of attracting the audience’s attention. On the other hand, the popularity of Korean TV dramas shows another indispensable factor of its success—cultural proximity. According to Waston’s (1997) point of view, culture is not something to abide forever. It is not the knowledge from people’s ancestors and inherited by each generation. ‘Culture is a set of idea, reactions, and expectations that is constantly changing as people and groups themselves changes’ (cited in Moeran eds, 2001: 42). In other words, culture is changed by people’s changes.

It can be associated with fashion. The fashion trend is not set by people’s ancestors from primitive society. It is set by some particular people, fashion designer, for instance. Sometimes it combines different cultures, customs, and practices. In the case of television programmes, as Iwabuchi (2001) sees it, cultural proximity refers to the audiences’ identification of themselves and ability to find cultural similarities through certain programmes (Moeran, eds, 2001: 58). Moeran defines cultural proximity as meaning ‘the general tendency of audience preference for local programmes and programmes imported from countries of similar cultural make-up, and the significance of cultural-linguistic regional centers’ (Moeran, eds, 2001: 57). To Moeran, ‘cultural proximity does not exist a priori but occurs a posteriori. It is not something ‘out there’, but needs to be subjectively identified and experienced by the audience’ (Moeran, eds, 2001: 58).

In the case of Korean TV dramas, they are not only popular in Korea, but also in other Asian countries like China, Hong Kong, Taiwan, Singapore, and the Philippines. Iwabuchi suggests that language plays a dominant role in cultural proximity. On the one hand, the acceptance of a programme is also affected by other cultural elements, such as ‘religious, dress, music, nonverbal code, humor, story pacing and ethnic’ (Moeran, eds, 2001: 56). The dramas will be translated into the local language once they are exported to other countries. However, there are some exceptions such as Singapore. Even though the official language is English in Singapore; the Korean TV dramas were translated into Mandarin—as more than 70% Singaporeans are Chinese. The dramas were broadcasted in a Chinese broadcast.

Compared with popular culture, Hollywood movies, for instance, cultural proximity clearly shows the different levels of the audiences’ acceptance. Even though some of the Hollywood movies are popular in Asia as well; the way which people’s fascination manifests itself is different. Language is no longer a barrier for audiences, as each movie will be either translated or given sub-titles. By simply applying what Iwabuchi says about the other cultural elements, which affect audiences’ acceptance, humour, for instance, it is likely that the same joke may have two different outcomes from a Chinese audience and an American audience. Moreover, in the case of cultural differences, an Italian may not understand why it is not appropriate for guests to wear the colour, if they are invited to a wedding ceremony in Japan.

As well as language, religion, dress, music, non-verbal code, humor, story pacing and ethnicity; sense or notions of esthetics, and history are also considered as parts of cultural proximity. In the opinion of Seiter, et al., ‘audiences’ interpretations of television programmes are influenced by race, nationality, class, age, and gender’ (1989: 2). Moeran concludes that the most important element for the acceptance of products in any market is to meet the local needs, desires, orientation, preferences, and curiosities. He stresses that the cultural artifacts includes movies, TV shows, pop songs, and hamburgers (Moeran, eds, 2001: 48).

Obviously, Korean tourism is taking the opportunity of the popularity to make the most of Korean dramas. Countries in East Asia, such as China and Singapore, for instance, are seizing the opportunity to import more Korean TV dramas in order to attract more audiences attention and in particular, to make more profit through the advertising. It seems there is a circulation of consumption. No business will be successful without achieving the balance between supply and demand. In Moeran’s opinion, ‘on the one hand, organizational networks of capital and influence that seek to exploit the power of their audiences as ‘consumers’ and, on the other, specifically Asian narratives to attract those audiences’ identification of themselves as ‘Asians’ (Moeran, eds, 2001: 2). In other words, cultural proximity can be considered as one of the most essential reasons for the popularity of Korean TV dramas. Coming back to the point of Hollywood movies, they are popular in not only Asia, but also all over the world. People’s acceptance can be reduced by different nationalities and culture.

6. Conclusion

The development of culture and economy are two of the most indispensable elements of social structure. The Korean TV drama is a paradigmatic case of how cultural imperialism develops as successfully as economic imperialism. The role of television seems to always be leading the changes in culture, standards of living, and notions of esthetics. On the

one hand, the popularity of Korean TV dramas is a reflection of how cultural proximity functions as an identification of Asian people. Cultural proximity provides an easy way to understand the background of the programmes; audiences are easily by the plot. On the other hand, it seems that the phenomenon of the Korean wave shows that the strategies of cultural promotion are becoming more and more indirect. Audiences' attention is no longer attracted by the tourist advertisements, tourist fairs, or special television programmes for certain places. Rather, they are playing an active role as a visitor.

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Dictionary

LONGMAN, Dictionary of Contemporary English

Notes

Note 1. http://en.wikipedia.org/wiki/Korean_wave

Note 2. http://www.knto.or.kr/eng/07_statistics/07_02_2002.html

Note 3. http://www.knto.or.kr/eng/07_statistics/07_02_2002.html

Note 4. LONGMAN, Dictionary of Contemporary English

Note 5. LONGMAN, Dictionary of Contemporary English

Note 6. <http://www.koreanfilm.org/tvdramas/>

Note 7. <http://www.knto.or.kr/eng/hallyu/hallyusurvey.html>

Note 8. <http://www.knto.or.kr/eng/hallyu/hallyuintro.html>

Note 9. http://www.futures.hawaii.edu/dator/japan/Korea_Wave.html

Note 10. <http://www.knto.or.kr/eng/hallyu/hallyuintro.html>

Note 11. http://www.futures.hawaii.edu/dator/japan/Korea_Wave.html

Note 12. http://www.futures.hawaii.edu/dator/japan/Korea_Wave.html

Note 13. <http://www.koreanfilm.org/tvdramas/>



Discussing on Relationship between Freedom and Authority --- Comments on the History of Liberalism and John Stuart Mill's <<On Liberty>>

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Abstract

The relationship between freedom and authority is an eternal theme discussing in the meaning of political philosophy. As early as in ancient Greek and Roman period the thinkers begin to discuss this issue precisely. Authority is a kind of invasion to freedom and the freedom also is an inevitable erosion to authority. There are contradictions between freedom and authority and at the same meaning they are mutually compatible. The relationship between freedom and authority constitute a history of liberalism. This article, discusses the relationship between freedom and authority historically, analysis Mill's contribution to liberalism, explore the limitations of the liberal idea of Mill and Green, amended the liberal scheme comprehensively.

Keywords: Authority, Liberalism, Freedom

As a sociological sense, the concept of freedom and authority, has a broad interpretation. It can refer to political freedom and political authority, but also refers to economic freedom and economic authority, and also refers to the legal freedom and legal authority, at the same time it refers to religious freedom and religious authority. There are different interpretations on the meaning of freedom and the authority. The focus of this paper is not under the authority and freedom of a precise definition, but in light of the history of liberal freedom and authority .It mainly discusses the relationship between freedom and authority.

Freedom and authority are mutually antagonistic, and at a certain sense they are mutually compatible. Authority is a kind of invasion to freedom and the freedom also is an inevitable erosion to authority. Of course this reason can be reconciled. Freedom is not to eliminate the authority as a fundamental starting point and destination, and the authority is not put an end to the ultimate objective of freedom. To this end, this article is based on the following two default arguments: first, the existence of a free society and authority. Second, human nature is good.

The relationship between freedom and authority constitute a history of liberalism. The subject of liberalism has not been torn off from ancient Greek and Roman to modern times. There was a British philosopher, in his knowledge of strict logic, once pointed out the relationship between freedom and authority which issues on a comprehensive and profound performance, became an modern liberalist during the transition period and make a significant contribution to the figures. This person, "discussed civil liberties or social freedom, explore the legal community, indicated individual nature and limits of power, describe his liberal thinking". This man is John •Stuart •Mill.

The debating on the relationship between freedom and authority has already begun as early as in ancient Greek and Roman period. At that time, Plato, Socrates, Aristotle, etc. have stated the system of slavery based on the freedom evaluation. At the same time, they studied the ethical authority and the political role of freedom. Thinkers, in this period, main pursued the objectives : the city power must be restricted necessarily. And this restriction could render so-called freedom.

First, to strive for the rulers of certain privileges that the recognition of certain political powers is definite. These rights, such as the violations of the rulers, abandoned the obligations, stimulate the individual to resist and rebel can be described as legitimate; Second, it is necessary to establish in law a number of constraints and certain important

measures must be consistent. It is not difficult to analyze that the ancient Greek and Rome during the main feature of freedom is consist of a recognized group. The authority of the restriction of freedom is an erosion to authority. It is clear that the relationship between freedom and authority always be explained an intercourse of rationality.

Of freedom there have been a lot of serious thinkers to explore. If we do not soon forget the history of the Soviet Union, we must also remember that the Soviet Union Solanesol philosopher Richard Rorty has written a book called "On Liberty". There have great similarities in terms of writing style, but the Mill "On freedom" is quite different in paraphrasing. The book discusses the fact that the system of ancient Greek and Roman have a great similarities with Marxist theory .It is a history of philosophical works. Seeing through the core of the book is relationship between free and authority. The question of the relationship, of course, we should not forget .More than other British social philosopher, Hobhouse, a liberal thinker, famed for the materialism, entitled in "liberalism". In the book, he systematically expounds the theory of liberalism. Reading this book is no doubt an interesting things and it will help us to better grasp the idea of Mill. Among the most exciting part "Chapter VII" we know the "national and personal," the chapter is focused on the relationship between freedom and authority issues. In this regard, Hall House highlighted the following three points: First, freedom is not really enforced the inevitable contradictions and the final analysis is a mutual need. The purpose to force the internal development and well-being is to create the most favorable external conditions. The field of freedom is the growth and development of authority. Between freedom and control of real opposition is a corresponding control. Second, the individual owes the community of social. He pointed out that, individuals less than society in general should know the modern conditions, a person more easily to do as a matter of politics, and given him the state personal safety and freedom of speech as a favorable conditions, starting from this premise, he can not hesitate to scold the behavior of countries, denying the authority of the country. He feels that he is willing to join the social system, not unwilling to join to cooperation. Given to reliance on the protection of the common law he away finds the legal oppression of his conscience. He forgets, or refuses to think about the trouble, if everyone is like him, society will stop the machine operation. To this end, Hobhouse pointed out that the solution to this problem: that is, if the countries must be given the most thoughtful consideration, then the individual should also be a corresponding work for the country. He also pointed out: With this mutual concern, with the awareness of citizens, law and conscience, between the Conflicts can be the reduction of confidence, in spite of their complete reconciliation it will always be a problem. Third, the freedom and force have a complementary function, and the autonomy of individual countries is not only a product of their own, but also the conditions of personal autonomy. From this we can easily find the freedom of Hobhouse is a kind of limitation of concept of freedom which advocates the harmonization between the countries.

At this point, we must point out that, if you read "On Liberty" at the same time and Mill's "Utilitarianism" ("Utilitarianism" 1963 edition) and "On representative government" ("On Representative Government", 1861 edition), do you have to harm beneficial?. Of course, if you are prepared in advance on Locke, Rousseau, Montesquieu, Paine and other scholars, you will have grasped the information on Jeremy Bentham, Gladstone, Richard Cobden and other materialists, and have known the combination of utopian and socialism on the relationship between freedom and authority "On the freedom of political and harmony" will be the solution which you are looking for.

At the history of the evolution of the Middle Ages, the Liberal theology seems to be a false picture of peace, but in the political writings of Thomas Aquinas it is still some complex theology as a cover for the pursuit of freedom. Aquinas in his "Encyclopedia of Theology" said: "The will is good, because it is the basis of human freedom." But when he discussed the relationship between freedom and authority, his freedom was a halo Theology of the shelter. He said, "to make use of free will be limitations, will be constrained by providence." It has become a secular society where the only authority, the state, individuals are submerged. Authority is the vast ocean of God. But we can never say it is a national nihilism .Aquinas believes that "Sometimes people will decide by foreign objects." here, "foreign objects" including secular countries, only at the Middle Ages in Europe he was not allowed to mention the environment which is higher than the national church, he was not allowed to even mention the name of the country, so he can only use "foreign objects" to depict the abstract which is need for the country.

Another theologian Augustine in his "City of God" has also pointed out: "It is God's free will on the knowledge of the fact that people will be free, that is, rather than the freedom of decision." This is a fact making the people to see the hearts of God's. Therefore inherent authority requires all people to obey God. He also believes that only in this way can we be free. Therefore, he said: "The freedom does not mean that there is no reason, it is just a result means." "We knew the result of "that is the hearts of God". In short, the medieval theologians who have been properly explored the issue of secular state as whole introduced the concept of political authority and Church authority. God is always in the duties and functions of the difference between the freedom and authority at the Middle Ages .The conflict and harmony completed in theology under the guise of evolution, this evolution of religion believed the religious authority, but it is, after all, never stopped.

Liberalism as a theory of systems, from Locke, Rousseau and Paine, who proposed systematically discussed "natural

rights" theory. "Natural rights" theory is starting to prove freedom, equality and rationality of property ownership. Freedom and authority they discussed reflected the increased time and characteristics of the bourgeois concept of freedom. This reminds us of Rousseau's famous quote, "people naturally yearn for freedom, but everywhere he is in chains", but also reminds us hesitations Montesquieu discussed the relationship between freedom and legal authority: "Freedom is the law to do right thing." In short, it appears among the bourgeois of enlightenment thinkers, freedom is the longing for everyone, but freedom is relative, not absolute, world authority is not subject to any restrictions on freedom. Here, it mentioned Bentham's utilitarianism. Bentham's concept of freedom is different from the authority of the restrictions on freedom of Rousseau, and Bentham's utilitarian thinking is the core of his "greatest happiness principle", which clearly reflects the principle of laissez-faire doctrine of his color. This principle holds that happiness is an act of an institution or a social system and only the highest principles, "happy is better than painful pleasure ". Bentham even said that if people give the same happiness "will pushpin have the same meaning in poetry." Obviously, Benthamite utilitarianism has been pushed to the limits of liberalism, but also reflects the authority of Bentham tried to break through the fence of the desire and determination. But, as the authority does not preclude the freedom of individuality and the full development of the same individuals cannot be separated from the free development of the authority. Bentham's illusion of authority is precisely the hedonism and the awareness is always faced with the reality of the authority from the challenge. It is no wonder that American scholar Sabine indicated his nonsense indecent.

On Bentham, Mill has put forward a series of wishful slogans. From this, it is not difficult to see the spirit of the rational impulse of passion. Bentham and Cobden discussed the limitations of economic liberalism. This also shows that Mill's utilitarianism is different from egoism, hedonism. He believed that the interests of community are always above the personal interests. Everyone have no right to rule out the legitimate interests and display the rational principles. He talked about freedom and focused on social liberty rather than individual freedoms. Thus, he advocated social benefits are all good for people. Mill's liberalism ethics make him the new liberalist during the turn of 19th century. It greatly influenced the later liberal thinkers.

When liberalism was prevalent in the British Isles, there were two European thinkers, they described the capitalist system into a merciless exposure. They start from the economic analysis of the entire superstructure of capitalism, pointing out that capitalism is bound to be replaced by the socialism. They pointedly noted: "the working class is not the means of production and consumption of information, they all have freedom. In a capitalist society, only freedom is the only value of the bourgeoisie, not for exploitation." Here, Marx and Engels pointed out that the interpretation of freedom is subordinated by the needs of political struggle; here, freedom is a means, is a tool, a weapon of struggle. From this we can see that under certain conditions free originated from outbreak of power. A taste of freedom to some extent is the issue of reverse passion. Marxist theory is not free to deny the premise of the authority, on the contrary, subject to making the freedom struggle. As Engels, "On the authority" pointed out, "The revolution is the most authoritative interpretation on history. With arms, bayonets, artillery, authority inclined to accept their will. If the bourgeoisie against the Paris city governance the authority will struggle for their surviving.

In theory, the Marxist concept of freedom is based on the recognition and awareness of the necessity to understand the necessity of the premise, and in such a default Marx pointed out: "Freedom is to understand and transform the inevitable," Here, Marx's exposition is bound to the same authority as the first condition. In short, Marxism in the relationship between freedom and authority apply not only to class conflict or social groups, but also to a more stable structure of the organization or entity.

Concept of freedom as a struggle for peace and freedom constitute the two main characteristics. In the former freedom is a means of propaganda, in the latter personality development and improvement is a typical view of peace and freedom. As Mill said: "In any era, just look at it a separate degree of freedom on how to apply the corresponding future generations ... Those who had damaged the human personality are authoritarian, either claiming to implement the will of God or claiming to be the implementation of the order." John Stuart Mill's "On Liberty" is not out of the entire freedom and the authority of dialectical unity between the barriers. The authors cited at the outset on the theory that: "to be discussed here is applied to the community beyond the legitimate power of the individual nature and limits." And pointed out that: "freedom and authority by far in our well-known part of history, especially in Greece, Rome and the history of the United Kingdom, The most significant characteristics has been developed to such independent authority in their own interest. With the other hand, they no longer think this is a natural need. "It is clear that Mill is a need to explore the new historical conditions of the individual and the national distribution of power. The authority of the state should be the extent to the protection of citizens or personal freedom? Mill pointed out, "In the part relating to himself, his independence is absolute. For my own, individual sovereignty is the highest. "

To this end, first of all, Mill defines the appropriate fields of human freedom. In this area include the following: First, the awareness within the state, the requirements of the broadest freedom of conscience; the requirements of the freedom of thoughts and feelings; asked whether it is in practice or a scientific or moral theology, such as subject all the views and sentiments of absolute freedom. Second, the fun and freedom of interests requires freedom to formulate their own

plan of life; according to their own freedom to evade the consequences. Third, all individuals with this Freedom comes in the same limits, as well as the joint between the individual freedom.

Mill then pointed out that "in any society, if the freedom not being respected, the existence of freedom is not absolute and not subject to, it is not completely free." From this we can see that Mill's radical concept of bourgeois freedom.

In that case, the social role of the authority is limits of the individual, what is it? Mill pointed out: "Where the major part of personal life should belong to personality, where the main part of the community involved a matter of social life," "the behavior of any part of a harmful impact on the interests of others, the community has jurisdiction on the ... However, when a person's behavior does not affect their own interests, or unless they are willing to do not need to affect them, it does not contain the basis for any such problem. In all such matters, each person should have to implement the consequences of action and provide us with the legal and social freedom." Of course, even if a person's behavior is done in their own separate, it may indirectly affect other people, the relationship between freedom and authority is not consistent discussed.

Mill is not a laissez-faire, he is also contrary to the view that freedom has a limit. For example, if the prohibition of alcohol is harmful to them they can sought assurances. In limit production of the poison, he said: "If the poison is in addition to use, there is no other purpose, then the prohibition of the manufacture and sale of it is lawful. However, the needs of people can not only for the purpose of the innocent but for useful purpose, and the restrictions are not imposed on things that hinder this respect." Here, Mill made the state of interference problem, in the final analysis is still the relationship between freedom and authority issues.

On the public authority with personal liberty, the Mill has been made a vivid metaphor. He said that regardless of a public servant or any person, if we have known unsafe bridges, and too late to warn him of the danger, they can be recaptured, he is not considered as a real violation of his freedom; because a person is free to do what he do, and that this person does not want to fall in a river. However, sometimes a scourge of certainty has dangerous, with the exception of my own motives led him to taking the risk, I would like people (unless he was a child, or temporary nervous disorder, or is in the spirit of inappropriate excited state) should be warning, rather than should be scraped to prevent him from power. In the above-mentioned cases, Mill emphasized freedom of the degree of interaction and authority issues.

Mill put forward a proper standard of private life to interfere in the issue. He said: "individual and collective is able to interfere in private life, the sole purpose of self-protection is the individual must have the ability to mature. Children, mental patients and social degradation are not mature molecules, thereby does not apply to this standard." Western society has been discussing the issue of legislating private life, in fact, this issue was first raised by John Stuart Mill.

Mill extreme repress against the freedom of opinion and freedom of the press. In "On Liberty", a book he used a great deal of space to prove freedom of opinion and freedom of the press. He said: "suppression of opinion is bound to allow a dogma, that is, their own point of view has always been correct. However, if the views expressed by chance is correct, as long as the suppression of discussion, it is impossible to replace the error with the truth. On the other hand, if controversial views are wrong, and the suppression of discussion may be prejudiced by the error in the collision and has strong vitality get the truth." Government is not the best qualifications.

To sum up, Mill's liberalism has three characteristics: First, the recognition of political freedom and social freedom is a good thing, because freedom is a sense of social responsibility to create the real conditions of people. People living in accordance with their own way of life, develop their own innate characteristics and abilities, this is not a means of seeking happiness, but a substantial part of the well-being. Second, the freedom, not only the benefit of individuals, but also beneficial to society. Methods used to force a view to prevent publication, which is holding the kind of person who views the use of violence, but also deprived from the freedom of social research. In fact, individual rights is closely related to social and public interests. Third, in a free society, it not only makes it to be legislated civil liberties, and should be provided to enable more people to live closer to human conditions and less mandatory.

Of course, we should see the Mill as a thinker of the limitations of bourgeois. His theory is essentially free of the capitalist class service. At the same time, Mill's doctrine of freedom is also the limitations of the era or history, with the freedom of monopoly capitalism, the liberal idea of Mill has revealed its limitations. This has led to in 1880, the Oxford representative of the school (in the United States, Mill-Royce is to amend the doctrine of the most important representatives of the pragmatism). Green liberalism, its core idea is that he's on the personal and social relations of interdependence. In his view, the Government is dependent on the will, rather than relying on strong. Human society is subject to human nature itself, rather than legal punishment. For the establishment of the ideal of an open society is his most fundamental social impulse, which is also a moral impulse. The ideal requires moral equality, mutual respect, all people have the freedom to thought and action. Any member of the community must be the guiding moral responsibilities and constraints. Green believes that a moral society, the requirements of individual freedom should be based on the interests of the community, it is necessary to carry out self-restraint.

Green's re-interpretation of the liberal capitalism countries for future intervention provided an important

implementation of the theoretical basis. From the perspective of social development, it adapted to the capitalist free market economy, which has a certain significance of historical progress. Modern liberalism has become more attractive during the transition period in 19 century.

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Socio-Cultural Knowledge in Conversational Inference

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Abstract

In addition to words and grammar, socio-cultural knowledge is also of vital importance in the interpretation of conversations. Socio-cultural knowledge helps participants to get contextualization cues and together with other signaling channels, participants will be able to perceive the context-bound information and prepare their appropriate responses. Socio-cultural knowledge is indispensable in our modern society where people have widely varying communicative and cultural backgrounds, which needs to be further studied.

Keywords: Socio-cultural knowledge, Contextualization cues, Conversational inference

1. Introduction

Recent studies of conversation from a variety of linguistic, psychological, anthropological and sociological perspectives have shed light upon a number of issues important to the study of conversational inference. It is generally agreed that grammatical and lexical knowledge are only two of several factors in the interpretation process. Aside from physical setting, participants' personal background knowledge and their attitudes towards each other, social-cultural assumptions concerning role and status relationships as well as social values associated with various message components also play an important role. In the following part, we will deal with the question of how social knowledge is stored in the mind, how it is retrieved from memory and how it interacts with grammatical and lexical knowledge in the act of conversing.

2. Conversational Inference

2.1 Definition of Conversational Inference

Conversational inference is the situated or context-bound process of interpretation, by means of which participants in an exchange assess other's intentions, and on which they base their response (Gumperz, 1982). The analysis of conversational inference follows such ongoing processes requires different and perhaps more indirect methods of study which examine not the lexical meanings of words or the semantic structure of sentences but interpretation as a function of the dynamic pattern of moves and countermoves as they follow one another in ongoing conversation.

Conversational inference is part of the very act of conversing. One indirectly or implicitly indicates how an utterance is to be interpreted and illustrates how one has interpreted another's utterance through verbal and nonverbal responses, and it is the nature of these responses rather than the independently determined meaning or truth value of individual utterances alone that governs evaluation of intent.

2.2 Main Research of Interpretation of Conversational Inference

Existing theories visualize the relationship of extra-linguistic, socio-cultural knowledge to grammar in one of two ways. The first is the anthropological tradition of ethnography of communication, where socio-cultural knowledge is seen as revealed in the performance of speech events defined as sequences of acts bounded in real time and space, and characterized by culturally specific values and norms that constrain both the form and the content of what is said. The second tradition of discourse analysis, deriving from speech act theory, linguistic pragmatics, frame semantics (Fillmore, 1977) and artificial intelligence posits abstract semantic constructs, variously called scripts, schemata, or frames, by means of which participants apply their knowledge of the world to the interpretation of what goes on in an encounter. The two traditions differ both in theory and in methodological approach.

2.2.1 Conversation Analysis

Sacks and his collaborators were the first systematically to focus on conversation as the simplest instance of a naturally organized activity, and attempt to study the process of conversational management only without making any

assumptions about social and cultural background of participants. Their research concentrated on isolating strategies of effecting speaker change, opening and closing conversation, establishing semantic relations between utterances and so on.

One of Sack's key contributions to conversational analysis is his recognition that principles of conversational analysis inference are quite different from rules of grammar. The use of "maxim" suggests that interpretations take the form of preferences rather than obligatory rules. The point is that at the level of conversation, there are always many possible alternative interpretations, many more than exist at the level of sentence grammar. Choice among these is constrained by what the speaker intends to achieve in a particular interaction, as well as by expectations about the other's reactions and assumptions.

Conversation analysts were the first to provide systematic evidence for the cooperative nature of conversational processes and to give interactional substance to the claim that words have both relational and ideational significance. The perspective they have developed is therefore crucial to the study of verbal encounters. Yet still there are limitations in the way of analysis.

2.2.2 The Limitation of Conversational Analysis

The work of conversational analysis does not account for the linguistic bases of conversational cooperation and in much of the empirical work of conversational analysis referential meanings that assume sharing of contextualization strategies are taken for granted. This view of language has serious limitations which affect both the validity of the analysts' attempts to capture participants' interpretive processes and the social import of their work. In order to account for inter-speaker differences in background knowledge, a socio-linguist needs to know how speakers use verbal skills to create contextual conditions that reflect particular culturally realistic scenes.

3. Socio-culture Knowledge in Getting Conversational Inference

3.1 The Importance of Socio-culture Knowledge

In order to account for inter-speaker differences in background knowledge, a socio-linguist needs to know how speakers use verbal skills to create contextual conditions that reflect particular culturally realistic scenes. How are speakers' grammatical and phonological abilities employed in this? Participants in a conversation must be able to scan phrases to predict when an utterance is about to end. They must be able to distinguish between rhetorical pauses and turn relinquishing pauses. Although overlap is an integral part of interaction, conversational cooperation required that interactional synchrony be maintained so that speakers cannot be interrupted at random. To follow the thematic progression of an argument, moreover, and to make one's contribution relevant, one must be able to recognize culturally possible lines of reasoning. It is therefore necessary to show how strategies of conversational management are integrated into other aspects of speakers' linguistic knowledge.

3.2 Socio-culture Knowledge in Understanding Conversation

3.2.1 socio-culture knowledge and contextualization cue

The linguistic basis for specific conversational exchange resides in con-occurrence expectations, which are learned in the course of previous interactive experience and form part of our habitual and instinctive linguistic knowledge. When reading novels, watching movies, or in real life, non-native speaker of English often have the feeling that they cannot get the exact meaning of the conversation even there is no problem of new words and grammar. Here is an example:

Example (1)

When I was sitting in an aisle seat on an airplane bound for Miami, Florida, I noticed two middle aged women walking towards the rear of the plane. Suddenly I heard from behind, "Tickets, please! Tickets, please!" at first I was startled and began to wonder why someone would be asking for tickets so long after the state of the flight. Then one of the women smiled toward the other and said, "I told you to leave him at home." I looked up and saw a man passing the two women, saying, "step to the rear of the bus, please."

Native speakers will have no difficulty identifying this interchange as a joke, and hypothesizing that the three individuals concerned were probably traveling together and were perhaps tourists setting off on a pleasure trip. Here we will investigate what linguistic and other knowledge forms the basis for such inferences, and to what extent this knowledge is culturally specific.

The initial utterance, "Ticket, please," was repeated without pause and was spoken in higher than normal pitch, with more than usually loudness. For this reason it sounded like an announcement, or like a formulaic phrase associated with travel situations. The first inkling that the interchange is a joke came with the woman's statement to her friend, "I told you to leave him at home." Although there is no way of knowing if the participants were looking at each other, the fact that the woman's statement was perfectly timed to follow the man's utterance was a cue that she was responding to him. Furthermore, the stress on "told" functioned to make her statement sound like a formulaic utterance, contributing to the

hypothesis that she and he were engaging in a similar activity. If either the man or the woman had uttered their statements in normal pitch and conversational intonation, the connection between them might not have been clear. Only after people were able to hypothesize that the participants were joking, could they interpret their utterances. This hypothesis was then confirmed by the man's next statement, "Step into the rear of the bus, please." This was also uttered in announcement style. In retrospect, we may note that both of the man's utterances were formulaic in nature, and thus culturally specific and context bound. He was exploiting the association between walking down an aisle in a plane and the similar walk performed by a conductor on a train or a bus. In identifying the interaction as a joke, we were drawing on the same situational knowledge, as well as the fact that tourists bound for Miami are likely to engage in such joking.

Suprasegmental and other surface features of speech are often crucial to identifying what an interaction is about. When seen in isolation, sentences can have many intonation and paralinguistic contours, without change in referential meaning. The prevalent view is that these suprasegmental features add expressive overtones to basic meanings conveyed by core linguistic processes, that is, the signs by which listeners recognize these overtones tend to be seen as language-independent. The incident provides evidence for the claim that prosody is essential to conversational inference. The identification of specific conversational exchanges as representative of socio-culturally familiar activities is the process called "contextualization", by which we evaluate message meaning and sequencing patterns in relation to aspects of the surface structure of the message, called "contextualization cue" (Gumperz, 1982). We regularly rely upon these matching processes in everyday conversation.

3.2.2 Socio-cultural Knowledge and Other Signaling Channels

Signaling of frames by a single speaker is not enough. All participants must be able to fit individual contributions into some overall theme roughly corresponding to a culturally identifiable activity, or a combination of these, and agree on relevant behavioral norms. They must recognize and explicitly or implicitly conform to others' expectations and show that they can participate in shifts in focus by building on others' signals in making their own contribution.

One common way in which conversational cooperation is communicated and monitored by participants is through what Yngve (1970) calls "back channel signals": interjections such as "OK", "right", "aha" or nods or other body movements. Other signs of cooperation are implied indirectly in the way speaker formulate response, i.e. in whether they follow shifts in style, agree in distinguishing from old or primary from secondary information, or in judging the quality of interpersonal relationships implied in a message, and know how to fill in what is implied but left unsaid or what to emphasize or de-emphasize, here is another example of how contextualization works and enters onto interpretation of intent.

Example (2)

The incident was observed at a luncheon counter, where the waitress behind the counter was talking with a friend seated at the counter.

Friend: I called Joe last night.

Waitress: You did? Well what'd he say?

Friend: Well, hi!

Waitress: Oh yeah? What else did he say?

Friend: Well he asked me out of course.

Waitress: Far out!

To participate in this exchange, the waitress, apart from having to rely on socio-culture schemata about dating situations, must recognize that the first statement, which seems complete on the surface, is actually the lead-in for a story that she is expected to help elicit. Further, she must know that "called" refers to a telephone call. She must know who Joe is; and she must realize that the call was no routine but had special meaning for her friend. Her reply "You did?" with exaggerated intonation contour and vowel elongation on "did", implicitly acknowledges all this. She then demonstrates that she has an idea of what is coming next in the story by her prompt "well what'd he say?"

The friend's response gives the main point of her story, but the meaning is not entirely conveyed by the content of what is said but by how it is said, which is communicated largely through prosody. In other words, participants must infer that the fall rise intonation on greetings such as "Hi" may signal surprise mixed with pleasure. Such intonation contours become meaningful through recurrent association with certain speech activities. Only if we know this, and are acquainted with the relevant conventions, can we interpret the speaker's use of "of course" in her subsequent comment.

3.2.3 Socio-cultural Knowledge and Miscommunication

From the above examples we can see that the signaling of speech activities is not a matter of unilateral action but rather of speaker-listener coordination involving rhythmic interchange of both verbal and nonverbal signs. If the participants

in a conversation activity share different background expectations, there might be some inferential problems in the interpretation of a single message.

Example (3)

The incident took place in London, England, on a bus driven by a West Indian driver/conductor. The bus was standing at a stop, and passengers were filing in. The driver announced, "Exact change, please," as London bus drivers often do. When passengers who had been standing close by either did not have money ready or tried to give him a large bill, the driver repeated, "exact change, please." The second time around, he said "please" with extra loudness, high pitch, and falling intonation, and he seemed to pause before "please." One passenger so addressed, as well as others following him, walked down the bus aisle exchanging angry looks and obviously annoyed, muttering, "why do these people have to be so rude and threatening about it?"

In this case, requesting exact change is customary so that the accent on "change" would be expected. But here the politeness tag "please" is also accented and carries a falling tone. This goes counter to English prosodic conventions which associate falling tones with definiteness and finality, while rising tones, among other things, count as tentative and therefore tend to sound more polite. The interpretive effect here is that the setting off "please" spoken with a falling tone by contrast implies annoyance at something the listener did or is likely to do. The interpretation of rudeness is natural for listeners who rely on English contextualization convention to infer motivation.

Yet, in order to determine whether the conclusion that the driver was being rude corresponds to West Indian contextualization conventions, we need to look at how prosodic and paralinguistic cues normally function in West Indian conversation. According to the researches of contextualization practice employed by London West Indians, their use of prosody and paralinguistics is significantly different from that of British English or American English speakers. The bus driver's accent on "please" can therefore be seen as an automatic consequence of tone grouping, not a matter of conscious choice. In addition, pitch and loudness differences do not necessarily carry expressive connotations. They are regularly used to indicate emphasis without any overtones of excitement or other emotions. From this example we can see miscommunication is very likely to be caused by different socio-cultural knowledge.

4. The need of Deeper Study of Conversation

How can we develop a more general theory of what accounts for both shared and culturally specific aspects of interpretive processes? Although ethnography of communication, discourse analysis and conversation analysis have made important contributions, we need some further study on the subtle elements that facilitate the progress of conversation. All verbal behaviors are governed by social norms specifying participant roles, rights and duties of each other, permissible topics, appropriate ways of speaking and way of introducing information. Such norms are context and network specific, so the notion of individuals relying on their own personal knowledge of the world to make sense of talk is an oversimplification. Sometimes the cognitive concept like the discourse analyst's schema is called for, but schemata cannot simply refer to knowledge of the physical world. In fact, some linguists (Gumperz, 1982) argued that a cognitive approach to discourse must build on interaction. It must account for the fact that what is relevant background knowledge changes as the interaction progresses, that interpretations are multiply embedded and that, as Goffman (1974) has shown, several quite different interactions are often carried on at the same time. We can use "speech activity" (Levinson, 1979) for our present study goal.

A speech activity is a set of social relationships enacted about a set of schemata in relation to some communicative goal. Speech activities can be characterized through descriptive phrases such as "discussing politics", "chatting about weather", and "lecturing on linguistics". Such descriptions imply certain expectations about thematic progress, turn taking rules, form, and outcome of the interaction, as well as constraints on content. In the activity of discussing, we look for semantic relationships between subsequent utterances, and topic change is constrained. In the activity of chatting, topics change freely and no such expectations hold. Lecturing, in turn, implies clear role separating between speaker and audience and strong limitations on who can talk and what questions can be asked.

Although speech activities cannot be precisely listed, they are the means through which social knowledge is stored in the form of constraints on action and on possible interpretation. In verbal interaction social knowledge is retrieved through co-occurrence expectations of the type we have discussed. Distinctions among such activities as chatting, discussing and lecturing exist in all cultures, but each culture has its own constraints not only on content but also on the ways in which particular activities are carried out and signaled. Even within a culture, what one person would identify as "lecturing", another might interpret as "chatting with one's child", and so on.

Since speech activities are realized in action and since their identification is a function of ethnic and communicative background special problems arise in a modern society where people have widely varying communicative and cultural backgrounds, how can we be certain that our interpretation of what activity is being signaled is the same as the activity that the interlocutor has in mind, if our communicative background is not identical? So these are the problem needs further study in the future.

5. Conclusion

To summarize, the conversational inference processes we have discussed involve several elements. On the one hand is the perception of contextualization cues. On the other is the problem of relating them to other signaling channels. Interpretation, in turn, requires first of all judges of expectedness and then a search for an interpretation. The linguistic character of contextualization cue is such that they are uninterpretable apart from concrete situations. To decide on an interpretation, participants must first make a preliminary interpretation, that is, they listen to a speech, form a hypothesis about what routine is being enacted, and then rely on social background knowledge and on co-occurrence expectations to evaluate what is intended and what attitudes are conveyed.

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The Significance of Structure in Analyzing Short Stories

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Abstract

Structure is an important element in analyzing artistic work and literary works, especially in analyzing the short stories. The charming and unique set pattern of the short story structure could help readers to appreciate and create excellent short stories.

Keywords: Structure, Short story, Set pattern

1. How does the structure perform a function?

1.1 *Its function in artistic creation*

First let's see how structure functions in artistic creation. When an artist draws a picture, he will sketch the outline first, and then begin to delineate the details, and fill in the colors; writers follow a similar creative pattern. When they want to describe the colorful picture of life or express their emotional feelings and experiences, writers collect source material, portray the characters and arrange the scenes of the characters' activities exquisitely. The process can hardly go on without the artistic structure outlined in the writer's mind. The structure is a thread, which stitches together the plots, the depiction, the characters, and their dialogues together. It enables the story to unfold and arouse the audience's interest to follow the narrative units of different levels. This combination produces the aesthetic charm of the work.

The structure of literary works obeys the same aesthetic rules as other art pieces, as music, sculpture, drawing, and even dancing do. Take the performance of a dancer as an example. When she is asked to dance, her posture must be slow, curved and uncertain in balance if she wants to express the theme of "sorrow". It seems that her body is supported by the ground and not by herself. As a contrary, a merry character demands the dancer to stretch out her limber arms or legs which are controlled by her own strength and not by an outside force (Yu Jianzhang & Ye Shuxian, 1988: 244).

1.2 *Its function in literary works*

Then how does the structure function in literary works? Different structures give the audience different impressions. A fine piece of writing touches the reader's heart deeply; not only by its profound significance, choice phrases and skilled techniques, but also by its exquisite structure. Masters of language choose the structure as a container to hold the enormous words. The structure also serves as a thread to stitch together all the parts. The observant reader will perceive the visible structure in his mind or before his eyes.

Needless to say, there are various kinds of structures that carry different denotations. The function of structure is achieved by lines and circles so as to stimulate the reader's imagination. The common structures are straight lines, circles and oblique lines. The straight line reminds us of running water, passing time, or a road leading to a faraway destination. It is direct, coherent and simple. The tension it contains helps the artist express the stiff or shocked posture of an actor. Similarly, architects prefer design buildings with straight walls and square angles to give a sense of strength and stability (Yu Jianzhang & Ye Shuxian, 1988: 246).

Westerners in the fields of architecture, painting, and literature frequently employ both straight and oblique lines. Yet the Chinese prefer the circular structure in artistic creations. Both Taoism and Buddhism in China regard the universe as an integrated mass. Modern science testifies that the circle is the most stable shape as well. The circle is the meta-symbol of the universe, and the perfect shape to symbolize the Logos of the universe. Since the Chinese believe the principles of the yin-and-yang and the five-element, the structure of their literary works more or less agrees with the circular shape.

2. What is the structure of the short story?

2.1 Two levels of structure: external and internal

Structure is the central concept and one of the most frequently used terms in 20th century human sciences. The notion of structuralism first appeared in the field of linguistics. *A Course of General Linguistics* by a linguist, F. de Saussure, who founded modern structuralist linguistics, was first published in 1916. It gave the world a vision of an objective science of languages and provided a model for a feasible range of objective human sciences.

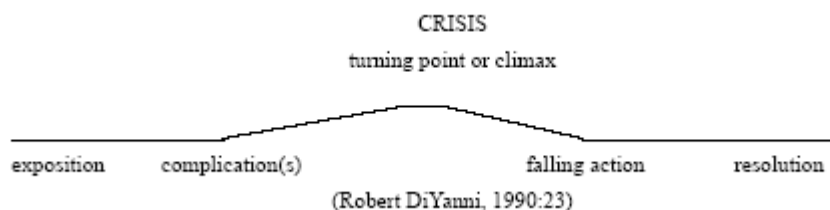
In his book, Saussure made three distinctions that continue to be significant to both linguists and literary critics. First of all he distinguished langue from parole. These are the two structures of a language. Textual structure belongs to the parole, for it is the embodiment of a language. Hence each literary work constitutes, to some degree, a language of its own, which can be seen as a self-regulating structure, from the time it is created. Xie Xiaohe (1997) argues that the structure of a literary text is not an innate property of the text before it is interpreted. The textual structure of a literary text is sometimes the same as that of natural language as it is constructed during the reading process.

A literary text can be analyzed from either of two aspects, the external structure or the internal structure. The external one is the manifest or surface structure. It is the form of the literary text and reflects the external relations of the linguistic signs. The internal structure refers to the network of internal relations underlying the surface structure of the literary works.

2.2 The set pattern of traditional short story structure

In a number of cases the modern short story is charged with a lack of narrative structure. In another article "The Structure of the Modern Short Story" by A. L. Bader, we meet the common complaint that modern narrative structure is still visible in the form, although its presentation is so indirect that the readers must make greater effort to find the perceived relationship of the parts of the short story. James Cooper Lawrence stated in *A Theory of the Short Story* that: "The only difference between modern short story technique and that of the Middle Ages is a verbal one. The only development that can be traced is not an improvement in any distinctive essential of the art of story-telling, but is merely a general development in the knowledge of words and the ability to see them." (Charles E. May, 1987: 57)

Some modern short stories with ongoing tradition have traditional elements of structure. The principle of unity enables the reader to perceive the relationship between the individual units. Each incident contributes to the perception of that relationship; there we can find an ordered arrangement of the parts. If the story were written in accordance with dramatic pattern, the traditional structure of conflict, sequential action and resolution would stand fourth distinctly. Traditionally, the typical feature of the realist short story plot can be diagrammed in the following manner:



Its plot is based on probability or causality, illustrating a sequence of casually related incidents. This structure resembles the four steps of traditional Chinese in composition: introduction, elucidation of the theme, transition to another viewpoint and summing up.

3. Why is the structure of short stories important?

A short story, though short in length and simple in characterization, can also reflect its writer's characteristics of narration and thought with its narrative structure. Writers and critics of short stories share the similar idea to the westerners. For example, Gao Erchun stated in his *The Theories and Techniques of the Short Story Structure*: "A short story is like a cross section of wood. It is short in length, varied in both structure and material source; simple in characterization and plot progression. Traditional short stories mushroomed all over the world. The variations of short story increased rapidly. They influenced on each other and compete with each other." (1976: 39)

We can be alert on a story's structure even as we read it for the first time, primarily by paying attention to repeated elements and recurrent details of action and gesture, of dialogue and description, and to shifts in direction and changes of focus. Repetition signals are important connections to the relationships between characters, and connections between ideas. Shifts in direction are often signaled by such visual or aural clues as a change of scene, a new voice, and a blank space in the text. They may also include changes in the time and place of action or alternations in characters' entrances and exits, or in their behavior. Or they may appear as changes in the pace of the story and in its texture of language. The structure of stories can never be regarded as a matter of little importance. It is an aesthetic problem waiting for each

writer or reader to ponder upon. The structural analysis of the short story can be focused on the arrangement and distribution of each part of the story.

The plot is the carrier of the structure. The plot is the sequence of unfolding action, and structure is the design or form of the completed action. Structure satisfies our need for order, proportion, and arrangement. A story's symmetry or balance of details may please us, as may its alternating of moments of tension and relaxation.

Although the sense of form and gift of style are secondary to the idea, conception, and subject, they are essential to the writing of a good short story. Neatness of construction and polish of execution are more necessary in the writing of short stories. The consciousness of form is called "the highest and last attribute of a creative writer" (Charles E. May, 1987: 107). The construction must always be logical, adequate, and harmonious. The framework of a narrative embodies symbols, which function to question the world of appearances and to point to a reality beyond the facts of the world.

The short story requires the reader's utmost attention, a focus of the mind on each detail like a fine lyric poem. It seems boneless, unlike the bone-structured novel. But A. L. Bader stated in "*A Theory of the Short Story*" (Charles E. May, 1987: 109) that a story of traditional plot means any story which derives its structure from plot based on a conflict and issuing in action, and whose action finally resolves the conflicts, thus giving the story a "point". The structure of a traditional plot is essentially dramatic. There may be a geometrical quality to its plot structure. It follows Aristotle's statement that a proposition is stated, developed by arguments and finally proved. Therefore a conflict, either internal within the character or external in which the character struggles against frustration, is stated at the beginning of a story, developed by a series of scenes, and resolved at the end. Each scene, incident, and its resolution, but most also carry its bit of significance in the progression that it occupies.

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Study on Construction Cost of Construction Projects

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Abstract

China is a country which has the largest investment amount in engineering construction in the world and which has the most construction projects. It is a significant subject for the extensive engineering managers to have effective engineering cost management in construction project management and to reasonably determine and control construction cost on the condition of ensuring construction quality and time limit.

On the basis of the status quo of losing control in Chinese construction investment and of separation of technique and economy in engineering, and guided by basic theories of construction cost control, the author discusses control methods and application of construction cost, sets forth existing issues in construction cost control and influences of these issues on determination and control of construction cost, puts forward that construction cost control should reflect cost control of the entire construction process at the earlier stage of construction, and then introduces some procedures and methods of applying value project cost control at all stages of construction projects.

Keywords: Construction cost, Cost control, Project

1. Significance of the study

The existing construction cost management system in China was formulated in 1950s, and improved in 1980s. Traditional construction cost managerial approach was one method brought in from the former Soviet Union based on unified quota of the country. It is characterized by the managerial approach of construction cost in the planned economy, which determines that it cannot adapt to requirements of the current market economy.

Traditional construction cost managerial approach in China mainly includes two aspects, namely, determination approach of construction cost and control approach of construction cost. The traditional determination approach of construction cost mainly applied mechanically national or local unified quantity quota to determine the cost of a construction project. Although this approach has undergone reform of over 20 years, until now, influences of planned economy management mode have still been in existence in many regions. Control approach of our traditional construction cost is mainly to control settlement and alteration of construction cost, which is merely an approach to settle accounts after the event, and which cannot satisfy the purpose of saving resources and improving work. In recent years, requirements of developed countries on project investment have been to plan to control in advance and to control in the middle of an event, whose effects have proved to be effective. An actually scientific approach should be that construction cost control approach beforehand and after the event can eliminate or diminish labour in vain or poor efficiency and unnecessary resource degradation and methods applied in implementation of construction projects before or after the event.

Considering the above situation, the academic circles put forward concept of cost management and control of the overall process as early as 1980s. They began to attach importance to prophase management of construction projects and take the initiative to conduct cost management. Afterwards, on July 1, 2003, implementation of <<Cost Estimate Norm for Bill of Quantity of Construction Works>> symbolized that cost estimate of China had entered a brand-new era that complied with development rules of market economy. From then on, concepts and approaches of Chinese cost management were really integrated with the international society.

Losing control of construction project investment is a universal phenomenon in fixed investment field in China. A construction project consumes quite a lot of manpower, materials and machines, with large investment, long construction cycle, and strong synthesis, so it is related with economic interests of all construction parties and means a lot to national economy. Currently, in the field of Chinese project construction, there exists the status quo of separation of technique and economy. Most of engineers and technicians tend to regard construction cost as duty of financing and

preliminary budget personnel, and mistakenly believe that it has nothing to do with themselves. In the process of carrying out a project, they usually only focus on quality control and progress control, while they ignore control over investment in construction projects. If technicians ignore construction cost, and those who are in charge of construction cost have no knowledge in relevant technical construction connected with construction cost, then it is difficult for them to reasonably confirm and effectively control construction cost. Construction supervision investment control refers to managerial activities at the whole implementation state of the project, which attempts to guarantee realization of project investment targets with the premise of satisfying quality and progress. Investment targets are set at different stages with further progress of construction practice, and construction cost control runs through the entire process of project construction, but it should give prominence to the key points. Obviously, the key of construction cost control lies in investment decision-making and design stage before the construction, while after the investment decision is made, the key lies in the design. Life cycle of construction project includes construction cost and recurrent expenditure after the construction project is put into service, and discard and removal costs etc after usage period of the project. According to analysis of some western countries, usually design cost only amounts to less than 1% of life cycle of construction project. However, it is the cost of less than 1% that accounts for more than 75% of influences on construction cost. It is therefore obvious that, design quality is vital to benefits of the entire project construction.

For a long time, construction cost control of the preliminary engineering of project construction has been ignored in China, while the primary energy of controlling construction cost has been focused upon auditing working drawing estimate, settling construction cost and settling itemized account during construction. Although this has its effect, after all, this had no difference from taking precautions after suffering a loss and getting half the result with twice the efforts. In order to effectively control construction cost, the emphasis of control should be firmly transferred to preliminary construction stage. At present, we should take all pains to grasp this significant stage so as to achieve maximum results with little effort.

This article aims to analyze existing issues in cost control of the entire construction period through study on theoretical methods and practice of construction cost management. Especially, issues in cost control in the earlier period of construction deserve our research, so that we can explore corresponding reform measures to offer some references for construction project cost control.

The situation of a construction project in which budgetary estimate exceeds estimation, budget exceeds budgetary estimate, and settlement exceeds budget, is a universal phenomenon in investment in fixed assets in China. Construction cost which is out of control adds to investment pressure, increases construction cost, reduces investment profit, affects investment decision-making, and, to a great extent, wastes the national finance, so it is likely to result in corruption or offence. Since the middle of 1950s, on the basis of summarizing practical experiences of fundamental construction battle line for several decades, we have conducted a series of reforms in construction field. Especially since May 1988, we have gradually implemented the system of construction supervision all over the country, which has had some positive effects upon reversing the phenomenon of losing control of a construction project in the implementation period. However, because that system is still in its starting stage, there hasn't appeared a large batch of professional and socialized supervision teams. In addition, in projects in which construction supervision is carried out, there exist general phenomena, such as "emphasis on quality control at the construction stage and neglect of investment control", and "emphasis on technical aspects of supervision and neglect of economic aspects of supervision". In reality, rights of supervision tend to be confined to management of technical aspects, while management of economic aspects is firmly in control of proprietors. Meanwhile, lagging behind of existing construction cost management system is the primary cause for losing control of construction cost. Therefore, as a whole, the phenomenon of losing control over construction project cost is still quite serious, so it is necessary to conduct further study and make further analysis on major factors of current construction cost management and factors at all stages of a construction project that affect construction cost.

2. Primary study content

Aiming at the subject of "control of whole-process of construction project cost", and based on lots of literature reviews about determination and control of construction project cost both at home and abroad, the author of this paper has collected extensively some relevant provincial and city reports and data after investigation. Afterwards, the author conducts the following work.

- 1) To analyze formulation of construction project investment and to find out primary reasons for losing control over construction cost at all stages of a construction project.
- 2) To study and analyze status quo and existing issues of current construction cost management, and study influences of these issues upon determination and control of a construction cost.
- 3) To put forward effective approaches and methods as well application of value engineering of a construction project from its decision-making stage, design stage, construction stage to the final acceptance of construction stage.

4) To make clear significance, necessity and feasibility of cost control of a construction project so as to provide recommendations for improvement of construction cost management in China.

2.1 Construction cost control theory and management mode

According to the new cost control theory, cost engineers are “professional persons who undertake cost estimate, cost control, marketing planning and scientific management”. Fields undertaken by cost engineers include such aspects as project management, project planning, progress management and profitability analysis etc of a project construction and its production process. Cost engineers offer service for control over life cycle expenditure, property facilities and production & manufacture of a construction project with their management technique with an overall cost.

2.2 Current construction cost management model and theories in China

2.2.1 Direct regulation and control of the government

Considering development process of quota, it can be discovered that quota has come into being, developed and become mature gradually with development of planned economy after foundation of PRC. Since China has carried out centralized management model of investment system for a long time, the government is not only a maker of macropolicy, but a participant of micro-project construction. Therefore, a unified quota with dense colour of planned economy is able to provide powerful methods and means for the government to carry out macro-investment regulation and control and micro-construction project management.

2.2.2 Valuation basis for current construction cost

Basic materials for calculation of construction cost usually include construction cost quota, construction cost expense quota, cost index, basic unit price, quantities calculation rule and relevant economic rules and policies issued by competent departments of the government, etc. It includes index of estimate (budgetary estimate index), budgetary estimate quota, budgetary quota (comprehensive budgetary quota), expense quota (standard), labor quota, working-day norm, materials, budgetary price of facilities, direct price index of a project, material price index and cost index. And also included is valuation criterion of consumption quota and list of items in recent two years.

2.2.3 Valuation model of current construction cost

Valuation model is a basic aspect of construction cost management. Construction cost management is a governmental behavior, while valuation model is a means for a country to manage and control construction cost. There are two construction valuation models at present in China, namely, valuation model according to quota and one according to bill of quantities.

2.2.3.1 Valuation model according to quota

Valuation model according to quota is an effective model adopted during the transition period from planned economy to market economy. Determination of construction cost through valuation model according to quota prevents overrated valuation and standards and prices pressed down to some extent, because budgetary quota standardizes rate of consumption and a variety of documents stipulate manpower, materials, unit price of machines and all sorts of service fee norms, which reflects normativity, unitarity and rationality of construction cost. However, it has an inhibited effect upon market competition, and is not favorable for a construction enterprise to improve its technique, strengthen its management and enhance its labor efficiency and market competition.

2.2.3.2 Valuation model according to bill of quantities

Valuation model according to bill of quantities is a construction cost determination model proposed recently. In this model, the government merely unifies project code, project name, unit of measurement and measurement rule of quantities. Each construction enterprise has its self-determination to quote a price according to its own situation in a tender offer, and price of building products is formed thereby in the process of bidding.

2.3 Cost control in the process of implementation

For a long time, technique and economy has been separated in the field of project construction. Restrained by the planned economy, there lacks the economic concept in the minds of our engineers and technicians, because they regard reduction of construction cost as a duty of financial personnel which has nothing to do with themselves. However, the primary responsibility of financial and preliminary budget personnel is to act in accordance with financial system. Usually, they are not familiar with construction technique, and know little or even nothing about changes of various relations in project design, construction content and implementation of construction. Under such a circumstance, they have no choice but to mechanically work out or audit the expenditure from a financial perspective, which results in mutual separation of technique and economy. They just do what they do, which negatively reflects price of quantities of a project that has been completed, so it is difficult to control construction cost rationally and effectively.

2.4 Control of cost in the process of construction

Implementation stage of a construction project is a stage which requires the most assets in the whole process of a project construction, and is also a vital stage for pecuniary resources to transform into building entities. Cost control at the implementation stage refers to confine construction cost within a scheduled control scope through a scientific cost control theory and method on the condition of ensuring project quality and time limit. The process of generation of a building entity is irreversible, so if effective automatic control and precontrol cannot be conducted over construction cost, then economic loss might be caused that cannot be made up for.

2.5 Analysis of major factors that affect construction cost at the stage of implementation

Implementation stage of a project refers to the period from completion of construction documents design and examination and submission to the construction party to the final completion acceptance of the project and until it is put into use. According to the basic operation procedure of the implementation stage of a construction project, formation of a construction cost has to undergo such major aspects as bidding, contract signing and management, joint auditing of a shop drawing, investigation of a construction management plan, material management and completion settlement, etc. All these aspects affect construction cost settlement to different degrees. In that process, after evolving from budgetary price, price for successful bidding, refurbishing cost for a contract, the construction cost is finally determined in the form of settlement price for project completion. Factors affecting construction cost are various, but from the perspective of analysis of cost formation, there are primarily the following reasons.

- 1) Influences of a project bidding. Bidding can determine price for successful bidding, while contract price is determined on the basis of price for successful bidding. If something goes wrong with bidding, then it might result in distortion of the price for bidding, and it is impossible to provide accurate and reliable foundation for cost control, and even result in losing control over the cost.
- 2) Influences of contract signing and management. Determination of a contract price further makes precise target of cost control, and an initial draft of a contract term provides correct foundation and principles for cost control. After signing of a contract, contract items are regarded as foundation, which will have strict contract control over design changes at the construction stage, project measurement, payment of a construction debt, and construction compensation, etc, and which will ensure realization of a control target. Therefore, losing control over signing and management of a contract will necessarily result in losing control over construction cost.
- 3) Influences of examination of construction management plan. Construction management plan is one of important foundations for determine a project bidding price and contract price. In the process of construction, adjustment of a contract price should also be determined according to construction management plan, because quality of construction management plan will directly affect quality and progress of a project. Therefore, losing control over examination of construction management plan will bring extremely unfavorable influences upon control over construction cost.
- 4) Influences of material management. On one hand, material price is an important component of bidding price and contract price. On the other hand, material expense accounts for a large proportion in construction cost, because price of materials determine construction cost. Therefore, losing control over material management will necessarily result in losing control over construction cost.
- 5) Influences of settlement, examination and verification of a project completion. Settlement, examination and verification is the final stage of a construction cost control at the implementation stage. A strict and meticulous settlement, examination and verification can ensure accuracy and authenticity of settlement cost of a project.

According to previous analysis, we believe that all aspects of cost control can have effect upon formation of construction cost, among which bidding of a project, contract signing and management, examination of a construction management plan and management of materials all have decisive effects upon formation of construction cost, and are vital aspects in cost construction at the implementation stage of a project, so neglect of these four aspects is a direct cause for losing control over construction cost.

In this paper, the author summarizes relevant issues in construction cost control at the decision-making stage of a construction project, at the design stage and construction stage, and puts forward principles or resolutions for handling such issues. Especially, as a method of combination of technique and economics, application of value engineering is elaborated at all stages, so that construction cost gets effective controlled. This paper cannot conclude all such issues existing, and also resolutions to resolve these issues cannot cover and contain everything, but with development of construction, new issues and new trains of thought will continue to emerge.

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On Close Reading from the Perspective of Rhetoric

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Abstract

Close reading places great emphasis on the particular over the general, paying close attention to individual words, syntax, and the order in which sentences and ideas unfold as they are read. And rhetoric is the art of using language as a means to persuade. Along with grammar and logic or dialectic, rhetoric is one of the three ancient arts of discourse. Rhetoric inputs meanings into the discourse or text while close reading outputs the meanings from the discourse or text, which are the opposite processes of constructing meanings. Close reading was pioneered by the New Critics but commonly employed by late scholars and rhetoric was and is paid attention to by the scholars, too, which are closely related to each other. Rhetoric is categorized into textual, contextual and intertextual rhetoric, this paper tries to explore the hidden essence of the text, reveal the real motivation of the author and expose the artistic connotation of the works through close reading.

Keywords: Close reading, Textual rhetoric, Contextual rhetoric, Intertextual rhetoric

Close reading was pioneered by I.A. Richards and his student William Empson, later developed further by the New Critics. It "describes the careful, sustained interpretation of a brief passage of text" and "places great emphasis on the particular over the general, paying close attention to individual words, syntax, and the order in which sentences and ideas unfold as they are read" and "A truly attentive close reading of a two-hundred-word poem might be thousands of words long without exhausting the possibilities for observation and insight. To take an even more extreme example, Jacques Derrida's essay *Ulysses Gramophone*, which J. Hillis Miller describes as a "hyperbolic, extravagant... explosion" of the technique of close reading, devotes more than eighty pages to an interpretation of the word "yes" in James Joyce's great modernist novel *Ulysses*". (Wikipedia) Rhetoric, according to *The American Heritage Dictionary*, means "skill in using language effectively and persuasively". In fact, it has a long history and in the western tradition "rhetoric is the art of using language as a means to persuade. Along with grammar and logic or dialectic, rhetoric is one of the three ancient arts of discourse. From ancient Greece to the late 19th Century, it was a central part of Western education, filling the need to train public speakers and writers to move audiences to action with arguments. The very act of defining has itself been a central part of rhetoric, appearing among Aristotle's *Topics*. The word is derived from the Greek ῥητορικός (rhētorikós), 'oratorical', from ῥήτωρ (rhētōr), 'public speaker', related to ῥήμα (rhēma), 'that which is said or spoken, word, saying', and ultimately derived from the verb ἔρω (erō), 'to speak, say'." (Wikipedia) In its broadest sense, rhetoric concerns human discourse. Luo Xiao-suo (2004), a modern Chinese linguist, also wrote in his *Modern Rhetoric* "rhetoric is the methods, skills or rules of using language and linguistic styles in order to better express one's thoughts or feelings in some special occasion." The definitions of rhetoric show that rhetoric is really the skills of using language, especially words to express one's opinions and try to persuade others. These definitions of "close reading" and "rhetoric" actually reveal the connection between them, that is, rhetoric inputs meanings into the discourse or text while close reading outputs the meanings from the discourse or text, which are the opposite processes of constructing meanings. Paul de Man, as a master of deconstruction, even paid much attention to rhetoric of text, too. And today some American universities, Berkeley for example, set up department of rhetoric and can grant the doctoral degree. These phenomena can prove the importance of rhetoric in the western world. Therefore, this paper will analyze the functions of rhetoric from three levels through close reading.

1. Textual Rhetoric

Textual rhetoric is not only a term of rhetoric but also a term of literary criticism, mass communication and pragmatics, etc. In the eyes of literary critics, rhetorical texts include fictions, poems, prose and dramas and so on while they cover texts of speech and debate in the scholars' eyes of communication. But compared with that of literary criticism and mass

communication, the domain of textual rhetoric in rhetoric is much broader, which can refer to any complete and independent rhetorical text created for communication. The textual rhetoric can be as short as a word, for instance, an editorial on the unsuccessful run of Lyndon Johnson for the presidency from *Evening Star* in 1968 saying: “Wonderful!”, and at the same time, it may be as long as a speech or a novel, such as Lincoln’s *Address at Gettysburg* on November 19, 1863 or James Joyce’s novel *Ulysses*.

Textual rhetoric is the most common and essential techniques of rhetoric as well as a kind of rhetorical techniques easy to be appreciated by readers. Generally speaking, readers can understand this kind of rhetoric directly and needn’t connect other texts. Simile, metaphor and hyperbole, etc. are of these rhetorical techniques. E.g.

1). Earth looks like a big blue marble...

Readers can get this image easily because they know that three quarters of the earth is covered with water and looks blue in the sky, so the author pictures the earth with such a simile.

2) ...it seems to me that the ceaseless rhythm of the wheels is like scissors cutting a three-thousand-mile rip through my life.

In this sentence “the ceaseless rhythm of wheels” is compared with “scissors” and the sound is just like that from “scissors” cutting something which penetrates into my heart and divides my life into two half. It reflects the writer is reluctant to depart from his first half life and afraid of the coming half life.

3). For what, I sometimes wonder; so that she can struggle to breathe through most of her life feeling half her strength, and then die of self-poisoning, as her grandfather did?

Breathing is so natural for every normal person, but here the author wrote “struggle to breathe”, which confused and surprised readers. Why to struggle to breathe? From the latter part, readers can read the worry and pain of the author because her father had died from smoking while her daughter was smoking then.

4) ...he continued to look like a poor, overweight, hardworking colored man with too large a family, black, with a very white cigarette stuck in his mouth.

“Overweight” is the euphemism of “fat”. Most persons dislike to be described as “fat”, and here the author didn’t also like to describe her father as “fat”. Euphemism is closely related to the social progress and the boost of people’s living standards. As a phenomenon of sociolinguistics, it has some important social functions, such as naming taboo, politeness or disguise, which is the product of psychology of social culture and that of communication, and the author tried to disguise her father’s fault in this example.

The above examples show that textual rhetoric can make the text vivacious, lively and visual, and stimulate readers’ imagination, but can’t be understood literally. Textual rhetoric is a commonly used technique, which exists in every text. If readers can read between the lines and try to dig out the implications of the text, they can find the beauty of the text. Compared with contextual rhetoric, however, it is a comparatively easier technique to understand.

2. Contextual rhetoric

Context covers two respects: macro-context and micro-context, the former refers to social and cultural context, which involves in every domains of human life, such as basic necessities of life, folkways and values, etc. that is, non-linguistic context. Micro-context is linguistic context, which refers to the text where the language is used in the language learning. (FENG Shi-mei, 2007: 102) In other words, context refers to the relevant constraints of the communicative situation that influence language use, language variation and discourse. But rhetorical techniques are analyzed only within the linguistic context in this paper. Some rhetorical techniques are difficult to understand and appreciate without context, such as irony, pun and empathy, etc. E.g.

1). I realize now that as a child I sat by, through the years, and literally watched my father kill himself surely one such victory in my family, for the prosperous leaders who own the tobacco companies, is enough.

From this sentence itself, readers can’t find the connection between the death of “my father” and “one such victory”. They may ask what the victory is and who “the prosperous leaders” are. Connected with the context, readers find “the prosperous leaders” are the boss of tobacco companies, and “my father” was killed by the products—cigarettes—of “the leaders”. In this sense, it is really the victory of “the leaders” over “my father”, while which is a so cruel victory with cost of a life. What’s more, the author’s daughter was dogging her grandfather’s footsteps. Therefore, readers can easily read the rage and irony from this sentence.

2). And, speaking of the science of Life, have you got the cucumber sandwiches cut for Lady Bracknell? (Wilde, 1940: 415)

When some readers read this sentence, they may wonder what “the science of Life” means. Based on the latter part of this sentence, they may guess it means “techniques of life”, which, however, is different from “science of Life” and does not agree with the context on reflection. Date back to a sentence before this one, we can find “I don’t play

accurately any one can play accurately but I play with wonderful expression. As far as the piano is concerned, sentiment is my forte. I keep science for life. (Wilde, 1940: 415)” Here science in fact means “accurate”, and which is really the characteristic of “science”, so “the science of Life” is “the scientific style of life” but not “techniques of life”. Typical of contextual rhetoric are these two examples, whose implications can only be found based on the context.

3). They were all young men and they were saving their country. The second army was being reformed beyond the Tagliamento. They were executing officers of the rank of major and above who were separated from their troops. They were also dealing summarily with German agitators in Italian uniform. They wore steel helmets. Only two of us had steel helmets. Some of the carabinieri had them. The other carabinieri wore the wide hat. Airplanes we called them. We stood in the rain and were taken out one at a time to be questioned and shot. So far they had shot everyone they had questioned. The questions had that beautiful detachment and devotion to stern justice of men dealing in death without being in any danger of it.

This paragraph narrated the fact that the Italian military officers and soldiers acted with utter disregard for human life in the First World War, because they may shoot any soldiers and officers retreating from the battlefield and anyone that they suspected to be German spies, without asking about the causes. The author said “they were saving their country”, but “they” never went to the battlefield and stayed at the safe rear area and “they” were really committing many acts harmful to their country. The author also said “beautiful detachment and devotion to stern justice of men dealing in death without being in any danger of it”, but in fact what “they” did is indeed evil, subjective and unfair. In this text, although the author didn’t reveal his feelings with some special words, but readers can read the irony and satire in the context, which is the characteristic of situation irony. The context plays a very important role in understanding and appreciating the implications of this kind of texts.

3. Intertextual Rhetoric

“Intertext” (hu wen in Chinese) has been existing in the traditional Chinese rhetoric for thousands of years. It is a special rhetorical technique in Ancient Chinese Language that refers to the words in the adjacent two sentences combined to express the complete meaning, such as “qin shi ming yue han shi guan”, a poem meaning “the moon of Qin and Han Dynasty shines on the Pass of Qin and Han Dynasty ” but not “the moon of the Qin Dynasty shines on the Pass of Han Dynasty” as some westerners translated, and “gan shi hua jian lei, hen bie niao jing xin”, translated as “Even flowers seem to shed tears/For the sadness of our time./The very birds/Grieve at the sight of people/Parting from their beloved” by Yang Hsien-yi and Gladys Yang from a poem “A Spring View” of Du Fu, the famous poet of Tang Dynasty. But “intertextual rhetoric” in this paper comes from the term created by Julia Kristeva, “intertextuality (intertextualité)”, which “is the shaping of texts’ meanings by other texts. It can refer to an author’s borrowing and transformation of a prior text or to a reader’s referencing of one text in reading another.” “The term ‘intertextuality’ has, itself, been borrowed and transformed many times since it was coined by poststructuralist Julia Kristeva in 1966. As critic William Irwin says, the term ‘has come to have almost as many meanings as users, from those faithful to Kristeva’s original vision to those who simply use it as a stylish way of talking about allusion and influence’. (Wikipedia) From the perspective of rhetoric, it refers to the relationship that texts depend on and interact with each other or the relationship between “a text” and “other text”. (TANG&XU, 2006: 108) Intertextual rhetoric is different the textual and contextual rhetoric, and which is hard or even impossible to be understand without other texts. However, there are various ways to represent intertextuality, such as quotation, allusion, reference, pastiche, parody, pirate and all kinds of copies. That is to say, if readers want to catch this kind of texts, they have to draw into other texts. Readers have to read not only between the lines but more important between the texts and trace the interactional texts. E.g.

1). To lie or not to lie—the doctor’s dilemma

At a glance of the sentence, into readers’ mind springs another sentence that “to be or not to be, that’s the question”, which comes from HAMLET, the most famous drama of Shakespeare. Any knows the drama knows “to be or not to be” is an eternal dilemma for Hamlet. This sentence is typical of pastiche of that of Shakespeare, which evidently points out the doctor’s problem without too many words.

2). I don’t play accurately any one can play accurately but I play with wonderful expression. As far as the piano is concerned, sentiment is my forte. I keep **science** for life. (Wilde, 1940: 415)

When readers meet “**Science**” in this sentence, they may feel quiet abrupt because this word cannot get a long with the context. In fact, Wilde was insinuating the dispute of the position between humanities and science during the middle and end of Victoria era. This dispute originated from that between Thomas Henry Huxley (1825-1895) and Mathew Arnold (1822-1888). Huxley, as an advocator of science, spared no effort to advocate drawing natural science into liberal education and made the famous speech *Science and Culture* in 1880 to elaborate his idea, while Arnold’s *Literature and Science* made in Cambridge in 1882 was diametrically opposed to Huxley’s speech and expressed stinging to “save mankind from that danger”. (Arnold, 1822) Here “danger” actually refers to “science”. Oscar Wilde, the famous aesthete, had always been hostile to science. The big word “science” employed in “I keep science for life” is

to tease the advocate of that time because people will pay no much attention to science in daily life. It is hard to find the satire in this sentence if readers cannot remind of Huxley's and Arnold's texts.

Intertextuality is an important feature of academic papers as well as literary works, which is demanded by rules of scientific propagation and exchanges. Understanding in depth the intertextuality of academic papers is the start point of reading, writing, and evaluating academic papers as well. (Tang & Xu, 2009: 112) Laurent Jenny (1980) categorized intertextuality of the literary works into omission, hyperbole and inversion and so on. All these methods are employed in academic papers by the authors, too. But intertextuality of academic papers is different from that of literary works because the author of academic paper should tell the source of the sentences or texts cited in his paper.

Intertextuality is "a comprehensive domain which covers various kinds of nameless formula that are hard to trace their origins and the words quoted unconsciously or automatically without quotation marks". The above are some typical examples. In fact, intertextuality exists in every text, in which the sound always interacts with that from other texts and produces more new implications. Readers can trace back to "quoted words" without quotation marks, dig the hidden kernel and construct new meaning for the text.

4. Conclusion

Edward Sapir (1921) argued that "language is a cultural, not a biologically inherited, function". This means people will involuntarily accept the other cultural system when they learn another language other than their mother tongue. Rhetoric, as a branch of linguistics, is to study the usage of language and put emphasis on the rules and characteristics of language in communication and is a kind of art of using language. The cultural gap often hinders readers understanding the foreign language and culture, especially the literary language with rhetorical techniques. Readers should spare no pains to appreciate the beautiful words by close reading. Close reading can help readers appreciate literary masterpieces and get access to their souls permeating the words or literary images so the task of close reading is to reveal the true motivation hidden in the texts and show the artistic connotations of the texts.

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Thoughts on the Solutions to Problems in Vocational Education of the New Age

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Abstract

Vocational education is an indispensable part in China's educational system as well as an important basis of its national economy and social development. Therefore, it is a necessary tendency to strive to develop vocational education in order to deepen China's reform in educational system and to realize the sustainable development of its education. However, due to the conflicts between China's current educational pattern and its market economy, some problems have arisen, harassing the development of vocational education. Accordingly, it is urgent to solve the current problems in China's current vocational education through the joint efforts of all the society.

Keywords: Solution, Vocational education, Problems

Currently, in an important period of constructing a well-off society in an all-round way and creating a new situation in building socialism with Chinese characteristics, it plays a vital role in improving the overall quality of Chinese professionals in different fields to cultivate an array of professionals with outstanding skills by strengthening our talent development. In addition, it is also a fundamental way to be adapted to China's optimization in industrial structure, improve creativity and competitiveness as well as to conduct the strategy of building up our country with talented people. Due to its particular importance in cultivating professionals with supreme skills, vocational education must be attached great importance to. When conducting the strategy of developing our country relying on science and technology as well as that of building up the country with talented people, we are expected to be based on a conception that vocational education and economy are closely related to each other. Accordingly, great efforts should be made to improve China's vocational education to a more advanced level by combining the two.

1. Strengthening the Sense of Duty and Urgency in Developing Vocational Education

First, it is an urgent need of improving China's comprehensive competitiveness by relying on science and technology to develop vocational education. In order to promote the urbanization and industrialization as well as to construct modern manufacturing bases, an array of technicians and laborers with practical knowledge and professional morality are needed. With the in-depth development of China's reform and opening, it seems increasingly difficult to get adequate employees for industrial parks all around China. The shortage of farmer workers, or technicians more exactly, provides a good opportunity to develop China's vocational education as well as drives higher requirements on it. Accordingly, more attention should be paid to this field in order to strengthen China's comprehensive competitiveness and sustainable development.

Second, it is also an important channel to coordinate the development of urban and rural areas and construct new socialist countryside to develop vocational education. The fundamental way out for agriculture lies in the improvement of laborers' quality. When we push forward the construction of new socialist countryside, on one hand, extra labor force in the countryside should be introduced to non-agricultural fields, cities or towns for employment; on the other hand, more efforts should be made to develop modern and effective agriculture as well as industrialized operation. All these must be based on the improvement of country laborers' overall quality, hence calling for the development of vocational education through which agriculture can be related to science and technology. Gradually, farmers' cultural level as well as ability to earn a living will be improved.

Third, it is a significant measure to develop vocational education in order to fulfill the scientific outlook on development as well as to construct a harmonious socialist society. In spite of the current golden period for China's

development in social economy, it suffers from some obvious contradictions, among which employment seems to be a particularly serious issue related to the people's livelihood and social harmony. At present, contradictions exist both between labor force supplies and demands and in employment structure. On one hand, a great number of idle people and graduates are not fully employed; on the other hand, enterprises are lacking in useful technicians, especially skilled workers. In order to solve that, vocational education should be fully developed to improve laborers' qualifications, turning employment pressure into advantages in human resources. In this sense, the development of vocational education means that of practical advanced productive forces. Economic development and social stability can be achieved with such development.

Last, it is also a tendency for more profound reform in the educational system as well as the overall and sustainable development of the educational cause to develop vocational education. Actually, vocational education serves as an indispensable part in China's educational system and even an important basis for national economy and social development. Just like the role of general higher education in cultivating academic and engineering professionals, vocational education is mainly focused on technical and skilled ones. There is no class distinction between the two. Accordingly, we must replace the outdated idea that vocational education is the second-rate education with the new one that anyone with skills needed at the job market is useful. In addition, fair chance of education should be given to everyone through the reform in educational system in order to provide room for a variety of talents to exert their capacities.

2. Facing up to Difficulties and Problems in Current Vocational Education

With the joint efforts of the whole society for so many years, China's vocational education has achieved rapid progress, forming a complete vocational education system together with general education and adult education. Up to now, China's secondary vocational education has expanded scales, higher educational standard, higher teaching quality with its steady development. In addition, with its attention to social economy and service for the countryside, a lot of practical skilled persons have been cultivated, hence improving Chinese laborers' professional quality as well as skills. What's more important, Chinese governments and departments at all levels are putting more importance to vocational education and intensifying legislation and its implementation, which provides a favorable environment for its further development. However, we have to realize that there is still a wide gap between the current situation of vocational education with the demands of social economy in China. Some obvious problems are as follows: too much importance is attached to general education and academic education instead of vocational education and training throughout the society; the inflexible education mechanism is divorced from the adjustment of economic structure and market demands and education quality and profit need improving; there are still defects in the present vocational educational system due to which resources are not optimized and employed reasonably; vocational education is in shortage of funds to improve its poor facilities for teaching and experiments; specialty setting is far from reasonable and lacking in special features, hence failing to form special or leading majors; there is no reasonable staff structure in which there is a severe shortage of professional teachers and double-qualified teachers; due to the great difficulty in enrolling students, a lot of vocational education resources have run off; it's hard for their graduates to find a job. Based on the above problems, we should face up to the difficulties and problems confronting China's vocational education, be keenly aware of the importance of vocational education in the process of constructing a well-off society in an all-round way and strengthen the sense of urgency and responsibility to improve vocational education.

3. Developing Vocational Education Conforming to Market Economy

Different from general education, especially compulsory education, vocational education, combining public welfare with industry, is the most dynamic and reform-welcoming area as well as the most flexible one to explore. In order to be adapted to the development of our economic society, we must have our ideas updated to pursue development through reform and innovation.

3.1 Converting Ideas and Emphasizing Specialties in Vocational Education

First, the outdated education ideas have to be changed. The principle of "taking service as the objective and employment as the guidance" should be stuck to convert the former planned vocational education to the one based on market, during which government's role is changed from direct management to macro control and the teaching objective is employment-oriented instead of examination-oriented. In addition, quality education must be conducted in an all-round way, in which vocational characteristics have to be given priority to and teaching activities should be closely related to production practice, technological introduction and social services to emphasize the cultivation of practical skills. The demands of enterprises and society should be fulfilled when establishing teaching objectives and choosing teaching materials. In short, guided by market demands and aiming at cultivating intellectual, skilled and compound talents, our vocational education will not be separate from actual employment. Second, the current cultivation pattern should be converted as well. Joint education can be relied on by combining schools and enterprises to develop "order form education". Accordingly, cultivation plans should be laid down to develop practical talents needed by industrial development conforming to employment demands. In other words, whatever major demanded by the

market should be set up and whatever talents demanded should be cultivated. Industrial development and the construction of industrial parks should be taken into full consideration to establish talent bases for them. Meanwhile, the former education pattern focusing on class teaching should give way to a combination of practice and learning. An open-minded education idea should be established concerning teaching pattern, education experience, teacher selection and employment and so on. We should have more cooperative activities with enterprises, universities and research institutes with broader ranges and higher levels. Third, the social conduct of “every profession producing its own topmost master” should be encouraged and more contests should be organized to show students’ learning achievements and skills, hence improving the reputation of vocational schools throughout the society and therefore opening up more fields for students’ employment. Besides, adequate guidance should be given to students to establish their right senses of education, talents as well as employment to call for more support for vocational education.

3.2 Strengthening Employment-oriented Principle and Improving Vocational Education Quality

To begin with, guided by market, we should further clarify the orientation of vocational education and make great efforts to improve its connotation and specialty. Due to its closest, most direct and extensive relations with economic society, vocational education is expected to meet the demands of the strategic adjustments of economic structure, not to be isolated from market and economy and to explore market demands. In order to achieve that, the ideas of running an enterprise should be employed to conduct vocational education according to which market investigations should be fully carried out to predict the tendency of changes in market demands for labor force and therefore to improve the pertinence of our education. Teaching resources should be allocated according to actual employment demands. The cooperation between schools and enterprises should be encouraged to conduct “order form” training and certificate system to qualify the trainees with one certificate to show their professional skills, hence providing more useful talents for the development of China’s regional economy. In addition, we should seize the opportunity of constructing new socialist countryside to develop vocational education intended for the countryside in order to cultivate new-style peasants with knowledge, skills and operation capacities. Second, the construction of some key specialties should be strengthened. In order to be adapted to the adjustment of China’s industrial structure, vocational schools should enhance their communication with every possible department, industry and enterprise throughout the society to accumulate information about the labor force market in order to develop some potentially-required specialties beforehand by analyzing and predicting the change rules of the labor force market and adjusting their specialty arrangements accordingly. Importance should be attached to the establishment of some demonstration specialties and some leading ones by adjusting specialties and course setting at proper time. Specific demands for skills at different positions have to be taken into consideration in order to establish advantages in specialty, quality as well as employment. Let’s take health vocational schools as an example, the construction of some specialties, such as nursing, pharmacy, laboratory medicine, marketing, dentistry and ophthalmology, must be strengthened. Third, more efforts should be made in the construction of training bases with special characteristics to exert their roles in education, training, occupational skill evaluation and technical service and so on. It will become the highlight of vocational education to cooperate with enterprises and industries in establishing training bases to improve students’ practical skills. Fourth, staff construction has to be improved. Personnel reform should be conducted in vocational schools to conduct post appointment system, open selection of administrators, competition system for posts and so on to establish and perfect an effective incentive system. Besides, according to the demands for talent cultivation and specialty adjustment, plans to improve vocational teachers’ quality should be laid down to organize staff training, especially that of the backbone teachers, to enhance the training on teachers’ professional skills and practical abilities by establishing and perfecting the teaching quality assessment system and to encourage teachers to pursue their study for relevant degrees to improve their teaching standards and academic levels, enhance their practical abilities and improve their teaching quality. Meanwhile, we should try to construct double-qualified staff by encouraging and supporting professional teachers to have training courses on other specialties to be equipped with compound skills, hence improving vocational teachers’ overall quality and professional skills.

3.3 Deepening the Reform in Vocational Education Guided by Market

The reform in vocational education must be social and market-oriented in order to improve its correlation with the development of economy and society. First, the education guidelines laid down by the Party and state must be strictly followed to conduct quality education, to cultivate the educatees’ occupational ideals, occupational morality, occupational skills and entrepreneurship, to intensify their service-oriented sense and to cultivate high-quality labors and talents for production and service. Second, the present teaching system should be innovated from time to time with practice emphasized. Teaching activities should be closely related to production practice, social service, technological transfer and development. And new knowledge, technology, techniques and methods should be introduced to vocational education by reforming the present course setting and teaching contents. In addition, the credit system and an elastic education system should be encouraged to provide conditions for students to work their way through school, to work and study alternately or to complete their study in several phases. Third, the cultivation channels and teaching methods in vocational schools should be reformed to emphasize improving students’ practical skills and the employment rate.

Vocational education should be propelled to transfer from emphasizing students' professional quality to emphasizing their comprehensive quality, from emphasizing students' cultural and professional quality to emphasizing their creative and operation ability. In addition, moral education should be combined with technical education. Guided by market demands, based on specialty construction and focused on brand and special specialties, we should exert our advantages to promote the reform in course system in order to help our vocational schools form their own characteristics.

To sum up, it is a glorious but arduous mission entrusted by our era as well as an obligatory responsibility of vocational schools and educators to promote the reform and development of vocational education. In certain sense, the development of vocational education means that of the practical advanced productivity. Only with the reform and development of vocational education will the strategy of developing our country relying on science and technology as well as that of building up the country with talented people be conducted in a better way, human resources be developed faster, laborers' quality and abilities in employment and entrepreneurship be improved overall and the sustainable development of economy and society be promoted.

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On Knowledge Excavation Based on University Library Knowledge Base

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Abstract

Knowledge excavation is a new information processing technology. Nowadays, knowledge excavation has been widely applied to the university library management. Knowledge excavation in university library knowledge bases has already been playing an important role in improving the management of university libraries and inevitably will play a more profound role in the future. In this paper, the meaning of knowledge excavation in university library knowledge bases and other related issues are studied on the basis of introducing university library knowledge bases and knowledge excavation.

Keywords: Digital university library, Knowledge excavation, Knowledge base, Data mining

1. Introduction

Knowledge excavation origins from an extreme growth on the data amount in a worldwide databank. People's demands require more than simple searching and maintenance. They want to make predictions on the overall character of the data and the development tendency on the basis of a higher-level processing and analysis of them. If there is no effective solution for the computer and information technology to obtain useful information and knowledge, people will be at a loss towards the extremely growing amount of information data. Accordingly, they will feel information poor and data in jail compared with data surplus and information explosion. People need a kind of technology to make refined of a so large number of data. Therefore, KDD and its nuclear technology are born. Knowledge excavation is a process to recognize effective and potentially useful and understandable model from various data. Model, a formula of language, can be used to describe a subset of a data set. The so-called knowledge is a more abstract description of information in data. Intelligent and automatic, the process of analyzing a number of data includes data preparation, model searching, knowledge evaluation and repeatedly revising and refining. Efficiency refers that the model maintains certain credibility on new data. The model discovered should be new and the knowledge discovered is about to be effectively operative in the future. The economic efficiency can be increased if the potential utility is applied in decision-support system. The ultimate understandability, which is shown by simplicity, requires users' understanding of the model discovered. The combination of utility, novelty, potential utility and ultimate understandability can be called interest.

In spite of the ten year' history of knowledge excavation, it has been applied into many fields and achieves good results. These fields include scientific research, marketing, financial investment, cheating inspection, production, telecom network management and library management, etc. Explored by Jet Propulsion Laboratory of California Institute of Technology and astronomer, SKICAT (Sky Image Cataloging and Analysis is Tool) is the first successful application of data mining, which has helped the scientists discover 16 distant star-like substances.

Nowadays, knowledge excavation has been widely applied to the university library management. Greatly meeting the university library users' requirements of individuation and tacit knowledge, knowledge excavation really can support the all-round development strategy of explicit knowledge and tacit knowledge in university library knowledge management system, because it makes use of the latest intelligence tools to excavate the tacit knowledge reserved in the massive dominant information and forms the professional knowledge bases to make tacit knowledge explicit and manages it.

2. Knowledge Excavation and Data Mining

Data mining cannot be neglected when referring to knowledge excavation. The theoreticians make no distinct difference

between these two technologies. In a certain sense, these two belongs to one concept and have their own characters.

Data mining is the extraction of information or knowledge interested by way of the utilization of a series of technology and from large scale databank or material warehouse. The information or knowledge, implied and potentially useful, performs as concepts, rules and patterns. With the increasingly expansion of the data amount in the databank, the knowledge excavation is to solve the situation of information poor within material sufficient.

The development process of technology in data mining is as follows. The first data Mining software offers one or few ways of counting the materials. However, sufficient materials and frequent changes require the processing with the technology of databank or material warehouse. The first system cannot meet the demand. On the basis of the first data Mining software and the supplement of counting ways, the second data Mining software has been explored. The character is the integration of DSMS, support of databank and material collection. They are highly functional and expansive, can acquire large material collection and more complicated ones. The support of data mining schema and searching of material mining can strengthen the flexibility of the system. Similarly, there are disadvantages in the second data mining software, mainly referring to the attention on model generation. The third data mining system is arisen with the research on the collection of predictable system.

Knowledge excavation belongs to knowledge science. Some other issues include knowledge mathematical theory, logical foundation, knowledge patterns and share in knowledge. In a wider sense, the concept of knowledge excavation is larger than data mining, and requires more on the technology itself and the acquisition findings. The knowledge excavation not only requires the application of knowledge acquired, but also is useful, new, and potential in value and can be accepted by clients.

More and more fields have taken the concept of knowledge excavation, for it is newer than data mining and has obtained good results. The fields include scientific research, marketing, financial investment, production and communication network management. However, the knowledge excavation is in its early stage and has many difficult problems for the research and challenges, such as the massive amount of data, the dynamic data, noise, and lack in values and intensity, understandability of developing pattern, value, collection of applied system, inter operation, update of knowledge, and the processing of complicated databank.

3. University Library Knowledge Base and Knowledge Excavation

Knowledge base, a variety of ultra-large-scale, scalable, interpretable collection of knowledge making use of the latest computer technology, communication technology, artificial intelligence technology and digital content, is a significant contribution in the 20th century using information technology to organize and server knowledge, and it weaves the information in reticulated patterns of various relationships.

A new information processing technology as well as an interdisciplinary subject exclusively concerned by researchers in multidisciplinary fields, knowledge excavation is an advanced and effective method to explore the mass data in accordance with the established goal, reveal the hidden laws among them and then model it. The purpose of knowledge excavation is to integrate a large number of unstructured multimedia information into ordered, sub-leveled, easy-to-understand information, and further into the knowledge which can be used to interfere with prediction and decision-making. In short, knowledge excavation is actually an intelligent and automated process.

With the development of information, digitization and integration, knowledge has become the most important element. How university libraries add the value of knowledge in its circulation becomes really important, so the library knowledge base systems come into being. The outcomes of knowledge base effectively promote the research of library knowledge management theory and application. It has become the consensus of the library profession that library is in a step-by-step transition from information management and information service to knowledge management and knowledge service. Objectively speaking, the current application of knowledge base in libraries also generally remains in the original form of knowledge base the scope of database. University library can be in accordance with the characteristics of its own business and subject construction to set up a reasonable classification and build a variety of knowledge bases suitable for working among different databases, with the purpose of promoting the development and exchange of knowledge. Knowledge base provides necessary conditions for libraries to plan their own organizational structure and management by the way demanded by users, and thus contributes to the transition from the traditional passive service to the service mode of network, personalization and self-service, changing into the user-centered and user-satisfying service mode.

The construction of knowledge bases in libraries is based on knowledge points. The constant updating, developing and finding of knowledge determines the dynamics of knowledge bases. Knowledge managers need to grasp the timeliness of related knowledge points, which makes the data collected in knowledge bases practical, veritable and novel, effectively serving the target users.

4. Application of Knowledge Excavation in University Library Knowledge Bases

4.1 Guiding Library Information Sources Collection, Rationalizing Its Structure

Book purchasing has been the most fundamental work in a library. With the development of book market, the sharp increase of publication, the updating cycle of knowledge, the complication of readers' needs for knowledge and reading as well as the decline of purchasing fund, book purchasing is facing great challenges. Library and information circles, on one hand, construct an integral literature resources system to replace single collection construction to adapt to the new situation and achieve co-construction and sharing of literature resources; on the other hand, emphasize the book purchasing on the basis of single library. In the past, the reference data of purchasing exist only in book catalogue and the accounts of fixed assets. Due to the information asymmetry, book purchasing cannot meet the needs of reader, behind the development of science and technology.

The implementation of library automatic systems everyday produce a large amount of data which can guide the book purchasing, such as data in the circulation of automatic system, historical purchasing data of the library, etc. However, merely data cannot be directly applied to purchasing, because it is not an easy task to analyze and then collect useful information from these data. Some data is time-and-energy-consuming to operate, while others are unable to collect and only can make some fuzzy analysis and evaluation. Knowledge excavation turns these statistics much easier. As long as the system is perfect, knowledge excavation can provide book purchasing with scientific and rational reports of analysis and prediction as well as necessary decision support from various angles, all kinds of ways to analyze different details of an interview, such as expert recommendation, CD-ROM inquiries, online inquiries and the rate of book circulation. As a same reason, knowledge excavation also can be applied to the network library automatic system, providing analysis, prediction and decision support for cooperative purchasing.

4.2 Application of Knowledge Excavation in Library Retrieval System

Information retrieval develops from traditional index retrieval, punch card retrieval and microfilm retrieval into computer information retrieval, which can be broadly divided into offline retrieval, online retrieval, international online searching, CD-ROM retrieval and hypertext network retrieval. Stepping into the 21st century, people have higher demands and expectations of a complete, accurate and fast information retrieval. It becomes an active demand to have a more in-depth, higher level and personalized as well as easy-operated automatic retrieval. The retrieval functions in the existing automatic system of libraries must advance with the times and constantly improve, hence the accessing way and retrieval of information will have more profound changes. Recently, the intelligent retrieval becomes a good case in point. Intelligent retrieval technology focused on the analysis and prediction of users' query plans, intentions and interests to provide users with effective answers, while knowledge excavation focused on extracting or identifying the unknown, interesting or useful and ultimately understandable knowledge model from the large amount of data or information with complex statistical analysis and modeling techniques. Knowledge excavation draws on database technology to make front-end processing of data and extracts useful knowledge from data after treatment through machine learning methods, namely, finds useful knowledge among the abundant data. Knowledge excavation, especially its branches, text excavation technology and web excavation technology, can be used to make a in-depth analysis of documents, extract deep-seated content in documents as well as the valuable relationship knowledge among documents, provide the searchers with the knowledge in a visible and dynamic form, and then interact with user knowledge base, with continuous feedback and adjustment. At the same time, this process embodies the intelligent and personalized search trends.

4.3 Application of Knowledge Excavation in Library Reference and Consulting Department

In a traditional library information services, the general procedure requires the librarians to answer users each request for information. Later, customized services emerged, namely, libraries provide users with a regular basis relative with their subject-related information. Both are proposed by the information needs of users first, before they can receive the corresponding service. With knowledge excavation, we can understand their interests and hobbies through analyzing and excavating the information they borrowed before and the websites they frequently visit, hence determine the content of personalized service, initiatively sending the relevant information to them.

With the growing complexity of social life and academic research, the search tasks and information needs become higher in comprehension, complexity and orderliness during the process of library information reference. People are no longer satisfied with the relevant information, clues, document bibliography data or information reference data, but pay more attention to access the information content of depth, the full text or a comprehensive and profound response to inquiries. However, it is quite difficult for general database technology to excavate, analyze and optimize the user-satisfying consulting results in the face of a large number of disorder information resources of many media and various forms and formats.

Knowledge excavation can make an in-depth excavation of ample data and information, analyze their correlation and ensure the consistency, integrity and security of data. Its highly efficient analysis and query together with interactive

graphical interface can meet users' specific needs of information in a high quality and fast way, which is also the theoretical principle for the wide application of knowledge excavation in decision support system.

4.4 Application of Knowledge Excavation in Digital Libraries

Digital library is a library by way of digit technology processing and storing of various books. It is a multimedia information system. The digital library stores different information sources together in digital forms no matter where they are. Thus, the information can be spread across different region and into internet. It refers to the processing, storing, searching, transmission and utilization of information.

Digital library is a convergence center of excellent knowledge resources. Its website is also the website of digital resources. Due to the central management and transference of data, the digital library can provide convenient resources to those who need them. The feeling of using digital library is the same with that of in a real library. Readers can fully experience the freedom of discovering knowledge and acquire large number of resources in one website. Therefore, the service system of china digital library engineering market is to combine all the constructive results in the whole society and form a super large and high quality Chinese digital rescors group. A market share system should be also constructed for the convergence and spread of resources, and highly effective and convenient service should be provided to the nation by way of public network.

Conceptually, digital library include digitalized library and digital library system. Its two kinds of work include the changing of digital books from real books and the storing, interchange and communication of digital books. Several international organizations have made their contributions to this. Some institutes in China have also participated in the construction of digital library. Formulated under the reference of international standard, China' National Digital Library Standard is a very important standard which has both the characters in and abroad. Commissioned by China National Standardized Committee, China's National Library and Beijing Municipal Library set up the Standard Association of China National Digital Library.

With the development of earth concept, technology and its application field, digital library has been a member of digital earth family. It provides an information resource essential to information expressway and is a main carrier of information resource in knowledge economy society. Digital library is a brand-new technology and also a new social career. In short, it is a highly service system which have many media content and can provide convenient and fast information. In other words, digital library is a virtual library, a knowledge network system based in the environment of network. It has a large scale, separated and convenient, without limitations of time and place. It is a knowledge center of intelligent searching. Digital library is an entire knowledge-oriented system and also a management pattern of future internet development. In a word, digital library can be applied into all kinds of organizations and institutions of society, culture, lifelong education, mass media, business consultation and e-governmental affairs.

Digital library is one of the most important issues of library automation study, and also an essential part of national information infrastructure building, which attracts world attention. By integrating and using the latest computing technology, communication technology and digital content, it builds ultra-large-scale, scalable and interoperable clusters of knowledge bases. Exposed to the Internet, digital libraries organize information resources in an orderly and efficient manner to meet the needs of users with modern high technology. At present, information on the Internet is vast, ample valuable information coexisting with junk information. The more data, the harder it is to find useful information. A large amount of disorder and random data is worthless and only the really valuable information behind data is actually needed by users. Therefore, it becomes a matter of close attention to excavate the value hidden behind abundant data and information, which is also the problem to be solved by knowledge excavation.

In short, knowledge excavation in university library knowledge bases has already been playing an important role in improving the management of university libraries and inevitably will play a more profound role in the future.

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The Affective Filter in Second Language Teaching

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Abstract

Language learning is a process that involves both objective and affective factors. This paper introduces the concept of affective filter which has four factors, and then argues how to make use of them in SLT. By analyzing this topic, second language teachers can find a better way to conduct their teaching.

Keywords: Affective, Filter, Input, SLT

1. Introduction

In addition to some objective factors, there are also some affective factors in language learning that are like a filter which filtrates the amount of input in learners' brains. People with high affective filter will lower their intake whereas people with low affective filter allow more input into their language acquisition device. Affective filter hypothesis is first proposed by Dulay and Burt (1977), and is incorporated by Krashen as one of his five input Hypotheses in 1985. Krashen argued that people acquire second languages only if they obtain comprehensible input and if their affective filters are low enough to allow the input 'in'. In his theory, affect includes motivation, attitude, anxiety, and self-confidence. His main viewpoints are as follows:

- A raised affective filter can block input from reaching LAD
- A lowered affective filter allows the input to "strike deeper" and be acquired
- The affective filter is responsible for individual variation in SLA
- Note that the affective filter is not an issue for first language acquisition: children don't have it/use it

Although there are some critiques of this input hypothesis, affective factors are seen to play an important role in acquiring a L2. Comprehensible input may not be utilized by L2 acquirers if there is a "mental block" that prevents them from fully profiting from it. The affective filter acts as a barrier to acquisition. The filter is up when the acquirer is unmotivated, lacking in confidence, or concerned with failure. The filter is down when the acquirer is not anxious and is trying to become a member of the group speaking.

2. Affective factors in SLA

Krashen has mentioned that there are mainly four factors that can influence the SLA which are responsible for the individual variation.

2.1 Motivation

Most researchers and educators would agree that motivation "is a very important, if not the most important factor in language learning", without which even 'gifted' individuals cannot accomplish long-term goals, whatever the curricula and whoever the teacher. In terms of the definition of motivation, recent educational theory has tended toward the interpretation of Gardner (1985) defining motivation to learn an L2 as "the extent to which the individual works or strives to learn the language because of a desire to do so and the satisfaction experienced in this activity". So the motivation of SLA refers to the desire and impetus of the acquirers. Gardner and Krashen point out that there are two motivations, integrative one and instrumental one. With the former motivation, the L2 acquirers are interested in the target language and willing to participate in that social life. But with the latter motivation, the L2 acquirers only want to pass some examination, go overseas to study, travel or be promoted. We can easily see that these two motivations are positive and negative to the SLA respectively.

2.2 Attitude

Collins Cobuild Student's Dictionary explains that: "Your attitude to something is the way you think and feel about it". Psychological theories on attitudes refer to an evaluative, emotional reaction (i.e. the degree of like or dislike associated with the attitudinal object) comprising three components: affect, cognition, and behaviour. How attitude influences the SLA are shown as follows:

2.2.1 The acquirers with positive attitude tend to learn L2 easily and with rapid progress; while those with negative attitude make slowly progress.

2.2.2 Attitude decides the commitment. Those who give up halfway are probably passive with lower commitment whose achievements are lower than those positive and persistent learners.

2.2.3 Attitude influences the class participation. The students with positive learning attitude perform actively and can have high grade.

2.3 Anxiety

From the SLA perspective, Gardner & MacIntyre (1993) see language anxiety as "the apprehension experienced when a situation requires the use of a second language with which the individual is not fully proficient", this apprehension being characterised by "derogatory self-related cognitions ..., feelings of apprehension, and physiological responses such as increased heart rate". There are correlations between anxiety and performance. Foreign language classroom anxiety has three types:

2.3.1 Communication apprehension

Communication apprehension (CA) has been defined as an "individual level of fear or anxiety associated with either real or anticipated communication with another person or persons". The question of communication apprehension becomes increasingly important. It is a prevalent impairing and chronic condition, and it has been one of mental health condition that afflicts L2 acquirers' achievement.

General personality traits such as quietness, shyness, and reticence frequently precipitate CA. When the ability and desire to participate in discussion are present, but the process of verbalizing is inhibited, shyness or reticence is occurring. The degree of shyness, or range of situations that it affects, varies greatly from individual to individual.

About one of every five persons--20 percent of all college students--is communication apprehensive. Communication apprehensive people may not appear apprehensive unless they are engaging in a particular type of communication.

2.3.2 Test anxiety

Test anxiety is a psychological condition in which a person experiences distress before, during, or after an exam or other assessment to such an extent that this anxiety causes poor performance or interferes with normal learning.

Test anxiety can develop from a number of reasons. There may be some prior negative experience with test taking that serves as the activating event. Students who have experienced, or have a fear of, blanking out on tests or the inability to perform in testing situations can develop anticipatory anxiety. Worrying about how anxiety will affect you can be as debilitating as the anxiety itself. This kind of anxiety can build as the testing situation approaches, and can interfere with the student's ability to prepare adequately. Lack of preparation is another factor that can contribute to test anxiety. Poor time management, poor study habits, and lack of organization can lead to a student feeling overwhelmed. Students who are forced to cram at the last minute will feel less confident about the material covered than those who have been able to follow a structured plan for studying. Being able to anticipate what the exam will cover, and knowing all the information has been covered during the study sessions, can help students to enter the testing situation with a more positive attitude. Test anxiety can also develop genetically.

Lack of confidence, fear of failure, and other negative thought processes may also contribute to test anxiety. The pressure to perform well on exams is a great motivator unless it is so extreme that it becomes irrational. Perfectionism and feelings of unworthiness provide unreasonable goals to achieve through testing situations. When a student's self-esteem is too closely tied to the outcome of any one academic task, the results can be devastating. In these situations, students may spend more time focusing on the negative consequences of failure, than preparing to succeed.

2.3.3 Fear of negative evaluation

The feeling of negative evaluation accompanying anxiety is defined as being overly concerned with others' opinions, hiding from the negative feelings of their unfavorable impressions, avoiding situations where there is potential evaluation, and expecting others to have a low opinion of them.

Fear of negative evaluation occurs when L2 learners feel that they are not able to make the proper social impression. It is an apprehension about others' evaluation, avoidance of evaluative situations, and the expectation. Fear of negative evaluation itself was found to be a strong source of language anxiety.

2.4 Self-confidence

L2 acquirers' personality factors relate a lot to the learning effect. Among the personality factors, self-confidence is the most important one. Those who have enough self-confidence and positive personal image succeed more. Self-confident people dare to adventure, to communicate in foreign language and can gain more. While those who lack self-confidence will lose the chances to practice their target language, for they are afraid of losing face and making mistakes.

3. How to make use of Affective filter hypothesis in second language teaching

3.1 Analyze students' learning motivation, motivate them, and help them possess a positive attitude

Some students have very poor performance on the L2, only because they have little or not enough motivation for it and there are mainly five reasons: 1) no interest. 2) No confidence. 3) Teacher's inappropriate teaching method. 4) Some negative national emotions against the target language. 5) Students think it no use to learn.

From the above reasons we can see that teachers can motivate students' learning motivation. First teachers should cultivate their interest in L2, as we all know interest is the best teacher. Teachers should introduce more diversified teaching method, use vivid and humorous language to enlighten students, create a harmonious and light atmosphere for learning, and regularly introduce some culture and background knowledge of the target language. Then more language practice is needed to inspire students' motivation, such like speaking contest, improvised speech, informal discussion with foreign language teachers, and some parties. If possible, teachers also can help students attend some social activities where they can use their target language, through which students can know their advantages and disadvantages, can know what they can do and what they can not do, and then can have a clear idea of the future SLA. It is also very important to create more chances for students to practice in the classroom. Students can be encouraged to design and organize classroom activities, which can not only inspire them but also help them better understand and consolidate what they have got and increase their efficiency. When students have both interest and motivation for the L2, they can naturally develop a positive attitude toward L2 which will help their SLA.

3.2 Boost up students learning confidence and lower their language anxiety

As is talked above, self-confidence plays a very import role in SLA. The cultivation of self-confidence depends on students themselves and teachers' help as well. Teachers should let students have the feeling that they can learn a L2 well by using more encourage and praise. Classroom atmosphere is very important, which should be delighted, lively, friendly and harmonious that can help students overcome their psychological barrier, and lower their anxiety. Teachers also should tolerate some small mistakes made by students only if those mistakes do not affect the communication process, because it can release pressure and strengthen their self-confidence. In the classroom, teachers should not only encourage students' active participation but be patient with and allow their keeping quiet. There is little use pushing or forcing them to say something they are unwilling or not ready to say. On the contrary, it can only bring more mental burden. So teachers should teach students in accordance of their individual variations.

To be more exact, some of the factors that can reduce classroom communication apprehension include: Taking time to allow classmates to get to know each other, particularly at the beginning of the year; Creating a warm, welcoming classroom environment; Promoting group projects and group discussions; Letting shy children work with whom they feel most comfortable; Encouraging social and oral activities as opposed to just pen and paper assignments.

4. Conclusion

Karshen's affective filter hypothesis is of great practical effects for SLA. Teachers can find out the effective teaching tactics which can cultivate the students' active learning affective factors through the analysis on the inner connection between the students' affective factors and L2 learning. It is found that good L2 acquires have common qualities. They have strong desire or motivation for that language; they are positive in language practicing and managing; they can adapt themselves to different language learning environments; they can overcome language anxiety; they are self-confident in the SLA process. By analyzing those common characters, L2 teacher can find some better ways to conduct their teaching and to be an efficient language teacher.

Therefore, the teaching effect is far from satisfaction, which not only results from the text book, the teacher's quality, the difficult theory but also has connection with the learners' affective factors. The ignorance of the relationship between the students' affective factors and their learning will have negative influence on the teaching and learning effect. So only teachers pay attention to the role of the students' affect in L2 teaching can the learning effect be guaranteed and can the value of L2 teaching be revealed.

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A Discussion on the Relationship and Mutual Effects of Knowledge Management and Information Management

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Abstract

This paper begins with the consanguineous relationship between data, information and knowledge, and then talks about knowledge management and information management. According to their definitions and features we think that there is a close relationship and mutual promotion between the two. Information management offers a solid foundation to knowledge management while the latter proposes more requirements for the former. However, the two are not the same thing; they do have differences. For one thing, knowledge management is not the advanced stage of information management, as it didn't update from information management; for another, its sprouting is not for the defects of information management, but the necessity of knowledge-based economy development.

Keywords: Information, Knowledge, Knowledge management (KM), Information management (IM), Information technology (IT)

1. Introduction

With the development of knowledge economy and extension of trade globalization, KM started from scratch and has been developing in a gradual way until now. We can find IM from supermarkets to schools, enterprises to government offices. Nowadays, they are nearly familiar to everyone. In recent years, more and more researches on their relations have been being done. Some scholars consider that IM is the management of information while KM, as an advanced stage of IM, developed from inheriting the useful and discarding the useless of IM. However, the fact is not the same as they thought, IM isn't replaced by KM to some extent, and IM grows much faster than ever before. Therefore, it is important to make it clear that the relationship and differences between them are not allowed to ignore, which is beneficial for development of both IM and KM in the future.

2. Data, information and knowledge

Data are reflections and symbols of the real world objects' properties, and information, reflections of real objects, is the processed data which is gained by using all kinds of tools to collect, change, store, and then process all those original data. In essence, information is the description of objects, phenomena and laws both in nature and human society. However, they are not the same thing, and like the relationship between content and form, no matter human beings discover them or not, data are properties of objects, which exist objectively. On the contrary, information must be handled before they have some value. So information is the performances of human consciousnesses.

Knowledge is a summary and distillation of information and it can be passed to others and reproduced through study and sharing. Wang Zhijin said, Knowledge is a combination of knowledge and experience which are gained from the human practice of transforming the world, and it is an ideological matter, which can be generated, identified and used by the human brain alone. Neil Fleming thought that "An allocation of data is not information, a collection of

information is not knowledge, a collection of knowledge is not wisdom, and a collection of wisdom is not truth". This means that information, knowledge, and wisdom are more than simply collections. Rather, the whole represents more than the sum of its parts and has a synergy of its own. In "Knowledge Management—emerging perspectives", the author studied the progressive relationship among data, information and knowledge from the perspective of cognitive science, as shown by figure 1. He thought that the process, from data to information, and then knowledge, depended on human's awareness and understanding of data and information.

As is known to all, data is just a meaningless point in space and time, without reference to either space or time. That a collection of data is not information, as Neil indicated, implies that a collection of data for which there is no relation between the pieces of data is not information. The pieces of data may represent information, yet whether or not it is information depends on the understanding of the one perceiving the data and the knowledge of the interpreter. So information is quite simply an understanding of the relationships between pieces of data, or between pieces of data and other information.

Insert Figure 1 about here

While information entails an understanding of the relations between data, it generally does not provide a foundation for why the data is what it is, nor an indication as to how the data is likely to change over time. Information has a tendency to be relatively static in time and linear in nature.

When a pattern relation exists amidst the data and information, the pattern has the potential to represent knowledge. It only becomes knowledge, however, when one is able to realize and understand the patterns and their implications.

Bob Hallsworth believed that knowledge should be neither just Information nor data, and it should be available from wherever it is needed and to all those authorized to receive it. It means that data and information are a result from their being made full use of, combined with people's skills, abilities, thoughts, intuitions, responsibilities and power. However, Jerry Ash considered that knowledge is the people-oriented information which is analyzed, extracted and packaged by human brain. Therefore, knowledge is formed by the mankind's processing, together with their creation, of data & information. At the same time, the collection of data & information becomes more purposive because of the utilization of knowledge; it also puts forward new demands and directions for the development of IT. From data to information, and then to knowledge, the whole process is not separated, as it is developing along with people's improving cognitive abilities. In short, the situation of human knowledge affects, directly or indirectly, the depth, extent and accessible ways of data & information acquisition, as drawn by figure 2:

Insert Figure 2 about here

3. IM, KM and their relationships

3.1 Information management

We may declare that information and knowledge have mutually reinforced and affected relationship which makes them inseparable. So the information-oriented IM and KM based on knowledge sharing & use also have close relationship. In the late 1970s and early 1980s, the term "information management" was proposed, and it is almost familiar to everyone nowadays. It is thought that IM is a planning, budgeting, organization, conducting, and control process of information resources and other related resources, such as information equipment, facilities, IT, investment and staff, and so on. The process begins with communication between the users and system analysts, and then the analysts construe users' needs, collect & convert information resources, organize, store, retrieve, transfer them, and finally make them meet the users' information demand. Information development and utilization is the core of IM, and what's more, the process of information resources exploitation and use constitutes the information resources life cycle, which is coherent with the mankind's recognizing and transforming the world.

3.2 Knowledge management

KM emerged along with the development of knowledge economy. Barth thought that KM is the process of creating, acquiring, and using knowledge with the purpose of reinforcing organization performances. Paul Ehrenfest, one of Delphi Corporation's initiators, also argued the meaning of KM was to provide the responsiveness and capability of innovation with the collective wisdom, and offered a new way for the knowledge sharing of explicit and tacit knowledge. D. A. Marchand and F. W. Horton, two American scholars, divided the development of information management into five phrases: control over substance, management of automation technology, information resource management, business competition analysis and intelligence and management of knowledge. Many domestic scholars also considered that KM is the advanced stage of IM, substituting for IM as a new management concept and method. Prof. Wu Jiawei was in favor of the view that KM is a new phrase of the development in IM, stressing the disparities between KM and the other former stages of IM. He held that KM required the connection among information & information, information & activities and information & people, and that in the process of inter-personal communication, competitive advantage could be won over through the utilization of collective wisdom to innovate and sharing of

information and knowledge including explicit and tacit knowledge. KM defined by Bai Bo and Zhang Xiaomei was a series of knowledge activities, also a kind of management activity to reinforce the capability of organization survival and competition, with the features of knowledge innovation that were conducted by making use of organization knowledge capital.

Qiu Junping and Duan Yufeng think that knowledge management is defined in two different ways—one is narrow, and the other broad. The narrow one is the management of knowledge per se, including management of knowledge creation, acquisition, processing, storage, dissemination and application. However, the broad one doesn't only contain the management of knowledge, but also management of a wide range of resources and intangible assets related to knowledge, which deals with the all-round management of knowledge organization, infrastructure, assets, and activities on the basis of the whole process. More often, the former is directed against the organizations (such as businesses), while the latter is generally carried out in the whole society. The purpose of the two is to be conducive to knowledge production, dissemination and application, thereby improving the overall quality and competitiveness of the main body and promoting socio-economic development ultimately. At present, the definition generally accepted at home is as follows: the so-called knowledge management is just is an acquisition of knowledge and skills within the entire enterprise and the strategies and processes in which knowledge and skills are distributed to help companies maximize the output in any place.

3.3 The relationship between IM and KM

In the architecture of IM, software and hardware provide an ideal initialization platform for information management, and IM offers KM the foundation and technical supports. KM and IM are complementary to each other and bear the relationship of division & cooperation due to the continuous transformation and supplemental ties between knowledge and information, so that they can develop mutually and drive each other. The more developed knowledge-based economy and more expanding knowledge management, the more high-level information technology support needed, as well as more co-ordination offered by information management. Specifically, the close relationship can be seen as the following aspects:

(1) The two have mutually reinforcing effects

Even though KM and IM have different emphases, the purpose produced is basically identical. KM needs information management theory and technical supports; meanwhile, it raises more requests for IM, and the breakthroughs of theory research and practices in IM will provide new ideas and methods for KM. Enterprises have realized the importance of information, by which the cycle of new product development can be shortened, customers' needs understood more quickly and accurately, and this will make them have more market share and gain competitive advantages. Thus, enterprises don't only invest huge sums of money into high-tech internally to improve its management, but also highlight the more requirements of IM. However, the development of society is not static, and enterprises must rely on knowledge innovation in order to adapt to the competitive environment at all times.

(2) They both attach great importance to information and IT

There is no IM without information, as IM is based on information. Knowledge cannot exist without information because it provides raw material and source for knowledge innovation and the pursuit of KM goals. Knowledge will not be formed only by human's brain without information. We have to discuss deeply about information while doing research on how to use the laws of information, which is determined by internal relationship in them. IT, a research content of KM, is not only an important tool, but also are study and problem-solving methods. First of all, IT has not only accelerated the transmission speed and increased the breadth of access to information, but also made various kinds of information more sequential, which plays an active role in the knowledge innovation protection. What's more, modern information technologies break the space and time restrictions in information-exchange, making the communication form more vivid and intuitive, which is conducive to stimulating innovation and awareness of knowledge workers, as well as providing a more convenient and effective way for information-sharing. Finally, research related to intellectual properties rights will also be beneficial to the development of information technology.

3.4 Differences between KM and IM

(1) Differences in management content

Information management is about the collection, processing, retrieval & communication, organization, control, and utilization of information, with the organization, management, preservation and service of literature and electronic information as the core, and management is mainly targeted at explicit knowledge. KM does not only involve explicit knowledge, but also tacit knowledge (personal knowledge, experience, competence & skills, etc.) and the carrier of tacit knowledge—management of people. Knowledge, created by human beings, is not the set of simple information. Likewise, only human beings can dominate in knowledge innovation, but a computer is just a tool which has a stronger ability to deal with information. Knowledge management effectively achieves the conversion between explicit knowledge and tacit knowledge, and materializes innovation in the process, which means that KM fully arouses

people's initiatives and creativities. In another way, it boosts the efficiency of personnel management.

(2) Differences in management emphases

IM only extracts and processes substantial information simply, aimed at the allocation of information resources. It emphasizes techniques and tools of management, which pays great attention to the existing information management. Generally speaking, it does not have the function of information synthesis and knowledge extraction, because of the low information processing level and machinery pattern. But KM, a new management model, is directed against users' needs and actions in decision-making, which focuses on how to maximize the value of information & knowledge; innovations in the process of knowledge discovery, knowledge sharing, and knowledge utilization are also very important. Therefore, IM focuses on IT and the development and utilization of information while KM is concerned about the innovation.

(3) The different management objectives

Through the use of information technology, information management objectives are to improve the organization's capability to deal with information, and to actualize the collection, development, delivery, integration and use of information resources. It considers information as a kind of data which has an important role in the management and decision-making, and by means of improving the information technology application and level of information resource development, aggregates and organizes a wide range of information in different ways, in order to make it convenient for people to inquire and retrieve information by using computers, improve the efficiency and quality of individuals and organizations, and bring into play the value of information resources. On the other hand, knowledge management is people-centered, information-based, and knowledge innovation-oriented. Its origin is to regard knowledge as the most important strategic resource, and bring knowledge innovation & sharing into reality via knowledge mining & recombination, thereby improving the management and decision-making skills of organizations and developing the capital value of knowledge.

(4) The different mechanisms of operation

IM can minimize the cost through the decrease of time spent and the reduced amount of staff required. As a scarce resource, KM makes the best of the knowledge value to ensure the organization's core competitiveness with the help of knowledge sharing and transformation & innovation.

We can conclude that they are mutually interdependent and promoted. For one thing, IM provides a wealth of information resources, and a powerful technology and information exchange platform for KM; for another, KM offers IM more development goals and higher requirements. But we cannot simply think of KM as upgraded from IM, since KM is not a management model aimed at improving inadequacy or defectiveness of IM, to say nothing of developing the useful and discard the useless of it.

4. The impacts of IM on KM

(1) IM is the foundation of KM. As is known to all, any management and decision-making can't go without the information, and knowledge management is no exception. What's more, there are much more requirements than ever before attached to the completeness, accuracy and simultaneity of the information. Therefore, good information management is the basis of knowledge management implementation.

(2) IM provides the basis of hardware and software for knowledge management. Enterprises with good functions of information management possess developed facilities of information collection system, which paves the way for the fact that information management is diffused into the four knowledge aspects. Advanced procedures of IM assist in the selection of useful knowledge and removal of data redundancy. There is a wide use by modern information management of electronic data and computers, and through the transition of information over the network, information collected can be standardized and recorded into enterprise database to facilitate inquiries and reduce the cost of information. The concept of modern information management toward corporation governance affects the corporate culture and staff perception, which is conducive to the implementation of knowledge management.

5. The impacts of KM on IM

Prof. Steve Clarke, in his paper the impacts of knowledge management on information management, gives us a simple introduction. He thought knowledge can be summarized as: acquisition, sharing, utilization, and measurement. The rise of knowledge management does not only enrich the content of the theory of enterprise management, but also puts forward new requirements for the enterprise management concept, pattern and information processing, and so on. So it is imperative for IM to renovate their tools such as management information system and integrate knowledge management function.

First of all, knowledge management has expanded the whole spectrum of information management objects. With the development of knowledge-based economy, the survival environment, scope and degree of market competition are changing all the time, so that the IM which originally dealt with only static information will not be able to continue to meet the challenging needs of enterprise development. This requires modern information management to strike a

balance between dynamic and static information, as well as explicit and tacit knowledge.

In the next place, information management objectives can be optimized. The goal of knowledge management is to try to be able to transfer the right knowledge at the most appropriate time to the most appropriate person so that they can make the best decisions. Therefore, information management ought to utilize its information processing functions, explore useful information and create a favorable information exchange channel, so as to ensure that the correct and useful information can be transmitted to demanders in a timely and effective way.

Again, strategic decision-making and innovative services involved with information become more important. KM emphasizes decision-making in corporate strategy and planning, technology innovation, management innovation and knowledge innovation. This requires the development of IM pay attention to that trend as well. Therefore, enterprises should focus more on information services to meet corporate strategic decision-making and innovation of the random information demand; meanwhile, related agencies should adopt a variety of ways (information system integration, service integration, etc.) to develop the united collaborative services model and make full use of various knowledge resources, systems and services organizations to expand its service functions.

Forth, highlight the importance of "people". Knowledge management is "people-centered", which demands the development of IM also pay attention to that aspect. As we all know, how to develop a powerful system with stable performance and user-friendly operation interface, which can satisfy the different sectors' demands, must be considered.

Finally, more requirements need to be proposed for modern information management techniques. The main function of IM is to monitor the flow of enterprise funds, human resources and information of material stream, while knowledge management, characterized by integrity, continuity and dynamics, is mainly targeted at the "knowledge flow". These characteristics inevitably require that different management techniques be interdependent and coordinated. Information management needs a comprehensive utilization of support technologies, such as integrated knowledge management system, data warehouse & mining, artificial intelligence technology, new retrieval technology, search engine & network technology, component technology, and so on. And data warehouse and mining need to be established to ensure the transformation of information to knowledge, which can be shared in a timely way. This calls for enterprises to pay attention to the discovery and exploitation of information resources, information storage & sharing, and exchange & transfer. And the necessary technical support should be provided in the above-mentioned links for an implementation of knowledge discovery and sharing.

Under the background of the increasing development in the knowledge-based economy, only if IM and KM absorb the advantages of each other, improve their deficiencies, and strive to be innovative can they better adapt to the social development and meet the dramatically changing needs of mankind.

6. Conclusions

The process of transmitting data to information, and then information to knowledge, needs a steady deepening and continuous feedback. People use existing knowledge to screen data and information, and make some transformations and improvements to the available information technologies, targeted at meeting the ever-increasing individualized demand. IM pays more attention to the treatment methods of data and information, as well as the query and use of the existing knowledge, while KM stresses the initiative role of individuals in knowledge innovation, with more concerns piled on the sharing of knowledge. Its emergence is not directed against improvements in the defects of information management, but the product of the development of economic globalization, and it greatly enriches the connotation of enterprise management and enterprise information management model, so as to have a huge impact on information jobs. However, the emergence of knowledge management does not crowd out or replace information management, and contrarily promotes the development of information management to some extent.

Knowledge management and information management have many close relationships as well as differences. And distinguishing between disparities and connections of the two is of great significance to the future research and development of KM and IM.

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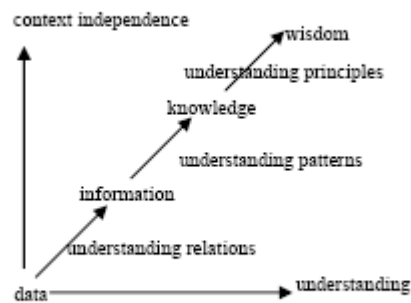


Figure 1. The relations between data, information and wisdom

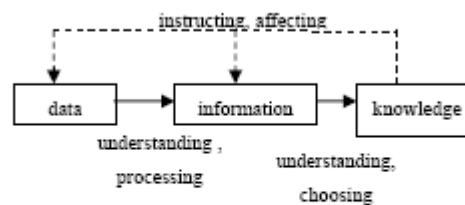


Figure 2. The mutual relation among data, information and knowledge



The Establishment of Sales Growth Model Based on the Theory of Marketing Force

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Abstract

This text analyses “marketing force” which is the key element deciding the sales quantity and converts the operation of resource combination to marketing force operation, which makes marketing force to resource operation. How to make the best resource combination and how to realize sales growth in marketing circular is the main subject of this text.

Keywords: Marketing force, Sales growth, Model, Marketing circular system

1. Marketing force and its components

1.1 Marketing static circular system

Marketing is not a simple linear problem but a circular system. An enterprise usually performs repetitive production till one product is kicked out by the market or disappears strategically according to the market conditions. It is a circular movement. Now we simulate a complete process in which a middleman participates, building a marketing static circular system as follow.

1.2 Components of marketing force

The marketing force means the sum of all forces that realize the operation of product marketing circular system.

(1) Product force

It is necessary for a product possessing this force. Similar to the engine in a motor, without the engine, the motor will not move or run. The product force is shown in the figure as follow.

Product force, F_0 in Figure 2, is the match degree of products and demands. The elements that influence the product force include: the product's use value, quality, style, package, maintenance, installation, brand, logistics, and guaranty, the intensity of consumers' demand, and the match degree of the two.

(2) Marketing pushing force

How to make product arrive consumers at the right time by sale channels? We must impose certain external force, namely the pushing force, on the product. It includes: personal sales promotion, channel sales promotion, and ads sales promotion. This force is displayed in Figure 3 as follow.

The power of this force is valued by the profits (or other market indexes) and a product's circular speed. The influencing elements include: product nature (production materials or consumable goods), product attribute (cost price, quality, standardization, added service, and life cycle), pricing strategy, channel character (channel's type, width and depth, and middlemen's competence), enterprise quality (personnel competence, economic strength, talent strength, size, marketing level, and service capability), economic environment, and political environment.

(3) Marketing pulling force

A psychological distance exists in product demands. We impose another external force, namely the pulling force. Its effect is to help consumers overcome the psychological barrier in buying products. It is: consumer sales promotion, seller sales promotion, and media ads. In Figure 4, the pulling force is F_2 .

The influencing elements include: target market element (distribution and size of consumers, consumers' purchase feature, degree of competition, and local economic development), enterprise condition, product feature, economic environment, and political environment.

(4) Repetitive purchase force

Repetitive purchase needs force either. The decisive factor for a consumer purchasing the same product again is the stable quality and the satisfying service. The two factors are from the exterior. It is a kind of “repetitive force”. Here, we name the stable quality as the repetitive force F31, and satisfying service as the repetitive force F32 in Figure 5 as follow.

The repetitive force includes five marketing dimensions: understanding, well-known, well reputation, frequent mention, and satisfaction. The influencing elements include: product quality, service level, brands, image, and consumption characteristics.

2. Marketing force ----- sales growth model

Firstly, we introduce a physical model as follow in Figure 6.

A body M moves following the path L. If do not take the quality into consideration, there are only two main factors determining the body's speed. The first is the $\sum F$ and the second is the length of L (suppose it is S). Suppose the circular frequency is Q. Then, $Q = \sum F / S$.

Next introduce this model into the “marketing static circular system” as follow in Figure 7.

In the “marketing static circular system”, the product's circular speed determines the growth of sales. Q stands for the sales growth, which is related with the forces and the perimeter S. The relationship is similar to the physical model above, namely:

$$Q = \sum F / S$$

Forces exert different effects in different enterprises, for different products, at different time, and under different market conditions. Therefore, suppose the weight of each force is K_n , then:

$$\sum F = K_0 F_0 + K_1 F_1 + K_2 F_2 + K_3 F_3 \dots \dots \dots \text{Formula 3.1}$$

S stands for the path of the circular system. It represents the middlemen between products and demands. It is the distance for starting a new cycle by the repetitive force of quality and service.

$$S = S_0 + S_1$$

S_0 ----- psychological distance, S_1 ----- spatial distance and time distance.

To sum up, get the conclusion:

$$Q = K \times \varepsilon \times [\sum F_1 / S_1 + \sum F_2 / S_2 + \dots + \sum F_n / S_n]$$

Here, k is the resource coefficient. ε is the channel barrier coefficient. It reflects the impact of channel conflicts on sales growth. Suppose $0 < \varepsilon \leq 1$.

As no channel conflicts, $\varepsilon = 1$;

As channel conflicts exist, $0 \leq \varepsilon < 1$.

3. Quantitative analysis of marketing force and sales growth

Take two products, A and B, in one brand in an enterprise for example. Before listing in market, analyze their sales growth trend and compare the possibility of their successes. Make quantitative analysis of elements in marketing static circular system

Here suppose the standard for the quantitative analysis of marketing force is:

Unit of force: degree

Evaluate the degree of force: based on market research, adopt a reasonable method and transform the result into data. For example, as for the degree of satisfaction, suppose there are ten degrees from zero to tenth.

Extremely satisfied ----- 9 degree	Better satisfied ----- 8 degree
Well satisfied ----- 7 degree	Satisfied ----- 6 degree
Unsatisfied ----- 5 degree	More unsatisfied ----- 4 degree
Extremely unsatisfied ----- 3 degree	

3.1 Analyze the product force of A and B

Suppose the product force of A is F_{0A} , and the product force of B is F_{0B} .

Firstly, test the match degree of A and B's core products with customers' demand for same target consumers. Use M to represent this index and $0 \leq M \leq 10$. The unit is degree.

Namely: core products ----- \rightarrow use demands

By means of market research techniques and statistical methods, evaluate the use value of product A and B for target consumers. The result:

MA=7 degree

MB=9 degree

Secondly, test the match degree of A and B's form products and related products with target consumers' psychological needs and potential needs. Use the acceptance degree of consumers to represent this index, $0 \leq R \leq 10$. The unit is degree. Namely:

Form products + related products -----> psychological needs + potential needs

The result: RA=8 degree

RB=8 degree

Thirdly, according to the definition of product force F0:

$F0 = M0 + R0$ Formula 3.4

This formula represents the relationship between products and demands.

Then, $F0A = M0A + R0A = 7 + 8 = 15$ degree

$F0B = M0B + R0B = 9 + 8 = 17$ degree

Fourthly, considering the impact of competition on product force, suppose the competition entrance coefficient is g_0 , which means products' differentiation degree and scientific & technological contains in market competition. This coefficient reflects a product's core competence. Suppose $1 \leq g_0 \leq 2$.

As a product is similar to another product in competition (low differentiation) and has lower scientific & technological contains, $g_0 \rightarrow 1$;

As a product is far different from another product in competition (high differentiation) and has higher scientific & technological contains, $g_0 \rightarrow 2$.

Introduce g_0 into Formula 3.4 and get:

$F0 = g_0 (M0 + R0)$ Formula 3.5

Namely, there is a correlation between product force F0 and competition entrance coefficient. The higher the product differentiation and scientific & technological contains, the higher the value of g_0 . And the F0 rises correspondingly.

Make an advantage and disadvantage analysis of product A and B with the same product in competition and get the result (no more discussion in this text).

Suppose: $gA = 1.3$, $gB = 1.5$

Then, $F0A = gA(MA + R0A) = 1.3 \times 15 = 19.5$ degree

$F0B = gB(M0B + R0B) = 1.5 \times 17 = 25.5$ degree

3.2 Analyze the static pushing force of product A and B

Suppose: Product A's static pushing force is F1A

Product B's static pushing force is F1B.

Without considering the competition element, analyze the middlemen by means of market research techniques and statistical methods (as follow in Figure 10).

What the middlemen consider is whether it is profitable and the product's circular speed. Without considering the support for promotion, the key for this element is the product's quality and price. By research and analysis we can get this conclusion.

Use M1 to represent the satisfaction to profits. Use R1 to represent the future evaluation on circular speed. Suppose:

M1A=6 degree, M1B=5 degree

R1A=9 degree, R1B=7 degree

Then,

$F1A = M1A + R1A = 6 + 9 = 15$ degree

$F1B = M1B + R1B = 5 + 7 = 12$ degree

Considering the effect of competition on channels, suppose the channel disturbing coefficient is g_1 , which reflects the competition in fields of marketing channels. Suppose $0 \leq g_1 \leq 1$.

As the channels compete severely, g_1 ----- 0;

As there is no competition among channels, g_1 -----1;

The competition can be set by people, such as whether ads are necessary or not and the time and amount, and the percentage of channel promotion to price.

Then, $F1 = g_1(M1 + R1)$ Formula 3.6

So, there is a direct relationship between the static pushing force $F1$ and the channels promotion. The severer the competition is, the stronger the disturbance is. g_1 is close to 0 and $F1$ is weaker. Whereas, the competition is weaker and even there is no competition, g_1 is close to 1.

Suppose: $g_1 = 0.8$

Then, $F1A = g_1(M1A + R1A) = 0.8 \times 15 = 12$ degree

$F1B = g_1(M1B + R1B) = 0.8 \times 12 = 9.6$ degree

3.3 Analyze the static pulling force of product A and B

Suppose product A's static pulling force is $F2A$ and product B's static pulling force is $F2B$.

As products meet target consumers, whether customers buy the products finally? The answer is uncertain. As for this question, we get a conclusion by an experiment of researching the static pulling force based on research techniques and statistical methods (as follow).

In Figure 11, there are four psychological barriers in front of products and demands, namely customers' recognition (X1), understanding (X2), preference (X3), and price acceptance (X4) to products.

Namely, $F2 = X1 + X2 + X3 + X4$

Suppose the values of X1, X2, X3, and X4 are between 0 and 10. Get the result by researches and statistical methods (as follow).

$F2A = X1A + X2A + X3A + X4A = 28$ degree

$F2B = X1B + X2B + X3B + X4B = 32$ degree

Considering the effect of competition on the terminal pulling force, suppose the sales terminal competition disturbing coefficient is g_2 , which reflects the competition of sales terminal. Suppose $0 \leq g_2 \leq 1$.

As the competition in sales terminal is very hot, g_2 ----- 0;

As there is no competition in sales terminal, g_2 ----- 1;

Get data of competition by researches and analyses. Suppose it is between 0 and 1. Indexes for testing the competition in sales terminal include store display, terminal promotion, and media ads investments.

Introduce sales terminal's competition disturbing coefficient g_2 into the formula:

$F2 = g_2(X1 + X2 + X3 + X4)$ Formula 3.7

Suppose $g_2 = 0.4$ (competition is severer), get:

$F2A = g_2(X1A + X2A + X3A + X4A) = 0.4 \times 28 = 11.2$ degree

$F2B = g_2(X1B + X2B + X3B + X4B) = 0.4 \times 32 = 12.8$ degree

3.4 Analyze the static repetitive force F3 of product A and B

Suppose product A's static repetitive force is $F3A$ and product B's static repetitive force is $F3B$.

The elements that make customers buy again is the stable quality and satisfying service as follow in Figure 12.

Y1 means the stability of quality, which includes two parts:

Y10 ----- the degree of quality-guaranteed system's rationality and effectiveness, including quality control in purchase and production, final product testing control, and even the quality control concerning suppliers.

Y11 ----- market feedback and customers satisfaction degree.

Y2 means the degree of service satisfaction, which includes two parts:

Y20 ----- the degree of service quality-guaranteed system's rationality and effectiveness, including before-sale service, after-sale service, and in-sale service;

Y21 ----- market feedback and customer satisfaction degree

Namely, $F3 = Y1 + Y2$

Therein, $Y1=Y10+Y11$

$$Y2=Y20+Y21$$

$Y10$ and $Y20$ are parameters for valuing an enterprise's management system, which directly reflect the management level in the enterprise. Here we still adopt the evaluation method used above.

$Y11$ and $Y21$ reflects the market response to a product's quality stability and service level.

By researching product A and B, get the result as follow:

$$F3A=Y1A+Y2A=(Y10A+Y11A)+(Y20A+Y21A)$$

Suppose: $Y10A=8$ degree, $Y11A=0$ degree

$$Y20A=6 \text{ degree}, Y21=0 \text{ degree}$$

Then, $F3A=8+6=14$ degree

Notice: because the enterprise does not list in market, so $Y11A=Y21A=0$ degree

$$F3B=Y1B+Y2B=(Y10B+Y11B)+(Y20B+Y21B)$$

Suppose: $Y10B=8$ degree, $Y11B=0$ degree

$$Y20B=6 \text{ degree}, Y21B=0 \text{ degree}$$

Notice: product A and B are in one brand in the enterprise.

Therefore, $Y10A=Y10B=8$ degree

$$Y20A=Y20B=6 \text{ degree}$$

Get: $F3B=8+6=14$ degree

Considering the effect of competition on the repetitive force, suppose it is the repetitive force disturbing coefficient g_3 , which reflects customers' recognition to the service level and quality stability of product in competition. Get data by researches and statistical methods. Suppose the scope of g_3 : $0 \leq g_3 \leq 1$.

As the product in competition has stable quality and higher service level, $g_3 \rightarrow 0$;

As the product in competition has poor quality stability and lower service level, $g_3 \rightarrow 1$.

Introduce g_3 into the formula, get:

$$F3=g_3(Y1+Y2) \dots \dots \dots \text{Formula 3.8}$$

Suppose $g_3=0.6$, then:

$$F3A=g_3(Y1A+Y2A)=0.6 \times 14=8.4 \text{ degree}$$

$$F3B=g_3(Y1B+Y2B)=0.6 \times 14=8.4 \text{ degree}$$

Notice: $F3A=F3B=8.4$ degree. Because product A and B has the same brand and is operated by the same promotion center, the value is equal.

3.5 Compare the marketing force of product A and B

Suppose product A's marketing force is $\sum FA$ and product B's marketing force is $\sum FB$.

Suppose the weights of each force are respectively:

$$K0A=0.3, K1A=0.2, K2A=0.2, K3A=0.3$$

$$K0B=0.4, K1B=0.2, K2B=0.2, K3B=0.2$$

To sum up,

$$\begin{aligned} \sum FA &= K0AF0A + K1AF1A + K2AF2A + K3AF3A \\ &= 0.3 \times 19.5 + 0.2 \times 12 + 0.2 \times 11.2 + 0.3 \times 8.4 = 13.01 \text{ degree} \end{aligned}$$

$$\begin{aligned} \sum FB &= K0BF0B + K1BF1B + K2BF2B + K3BF3B \\ &= 0.4 \times 25.5 + 0.2 \times 9.6 + 0.2 \times 12.8 + 0.2 \times 8.4 = 16.36 \text{ degree} \end{aligned}$$

Conclusion:

$$\sum FA - \sum FB = 13.01 - 16.36 = -3.35 \text{ degree}$$

Namely, $\sum FB > \sum FA$

So, product B has bigger marketing force than product A.

3.6 Static quantitative analysis of product A and B's sales growth

Because $Q=K \times \sum F/S$

So,

$$Q_A = K_A \times \sum F_A / S_A$$

$$Q_B = K_B \times \sum F_B / S_B$$

Suppose $K_A = K_B = 1$ (resources are same)

$S_A = S_B = S_0 + S_1$, here $S_0 = 1$, $S_1 = 3$ (wholesaler system), then $S_0 + S_1 = 4$ grade

Then,

$$Q_A = K_A \times \sum F_A / S_A = 1 \times 13.01 / 4 = 3.25 \text{ degree/grade}$$

$$Q_B = K_B \times \sum F_B / S_B = 1 \times 16.36 / 4 = 4.09 \text{ degree/grade}$$

Conclusion: $Q_B > Q_A$

The future sales growth of product B is bigger than that of product A.

If other parameters change, Q_A and Q_B will have different results.

For example, if product A adopts direct selling, namely $S_{1A} = 1$, and product B adopts a franchiser system, namely $S_{1B} = 3$, and other coefficients do not change, then $Q_A = K_A \times \sum F_A / S_A$.

Because $S_A = S_{0A} + S_{1A} = 1 + 1 = 2$ grade

So, $Q_A = 1 \times 13.01 / 2 = 6.51 \text{ degree/grade}$

$$Q_B = K_B \times \sum F_B / S_B$$

Because $S_B = S_{0B} + S_{1B} = 1 + 3 = 4$ grade

So, $Q_B = 1 \times 16.36 / 4 = 4.09 \text{ degree/grade}$

Conclusion: if product A adopts the direct selling system and product B adopts the franchiser system, with the precondition of regardless of expenses of sales, the future sales growth of product A will far surpasses that of product B. The former is 1.59 times of the later ($Q_A / Q_B = 6.51 / 4.09 = 1.59$).

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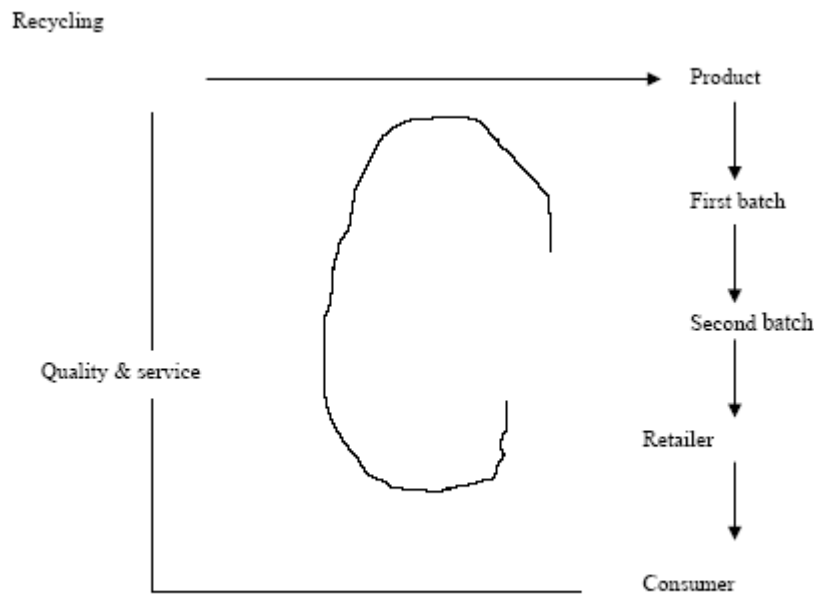


Figure 1. Marketing Static Circular System

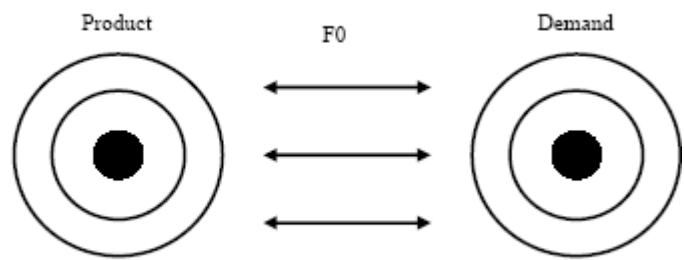


Figure 2.

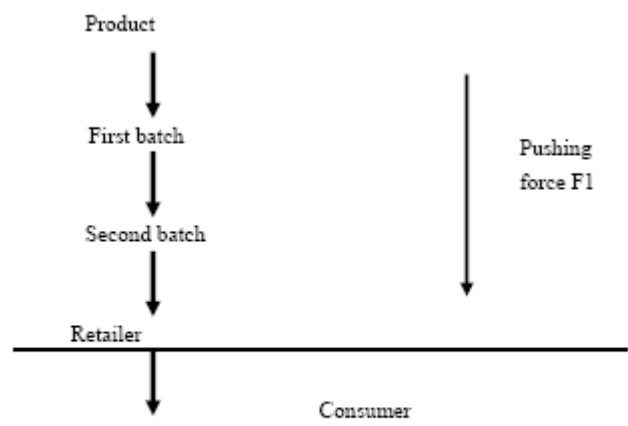


Figure 3.

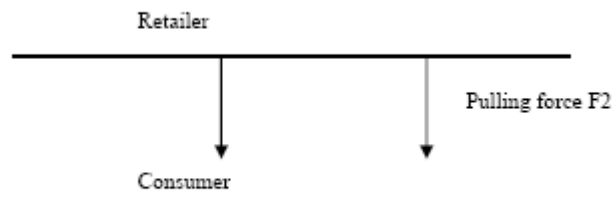


Figure 4.

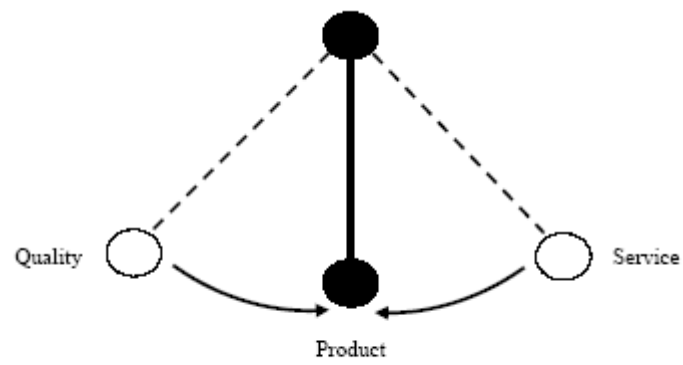


Figure 5.

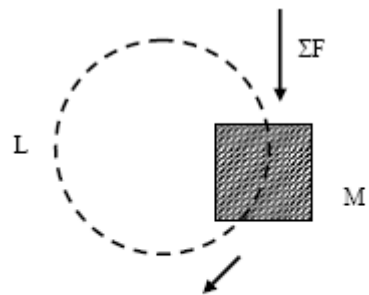


Figure 6.

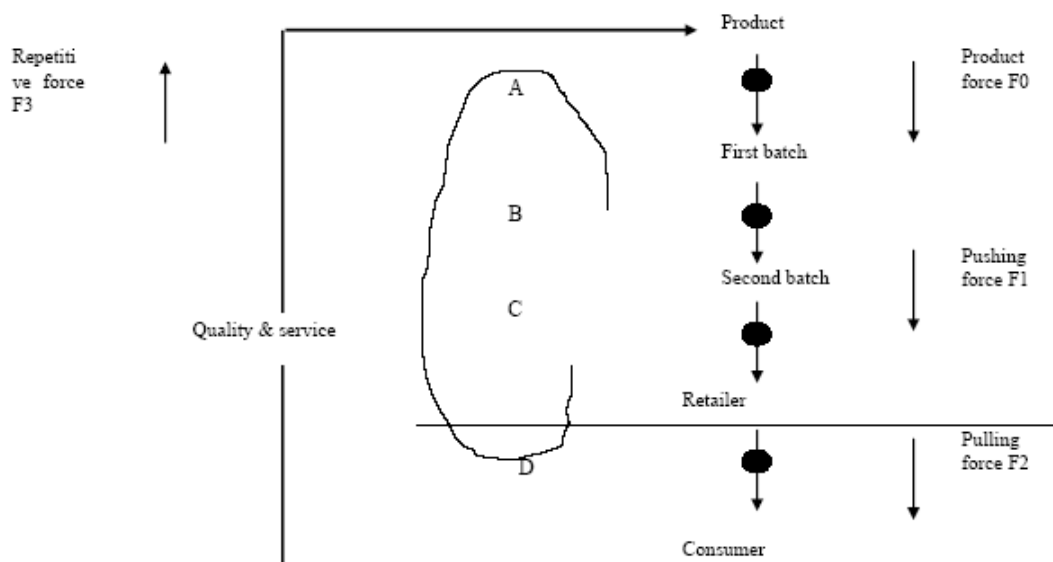


Figure 7.



Figure 8.



Figure 9.

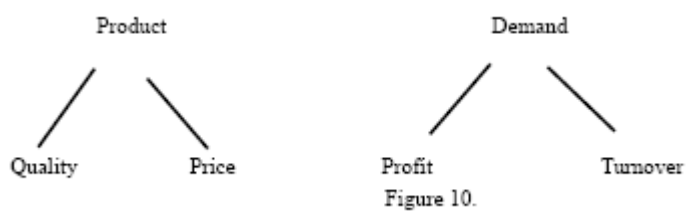


Figure 10.



Figure 11.

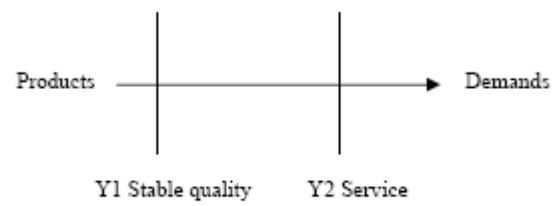


Figure 12.

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