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A Cross-Cultural Comparison of Self-Regulated Learning Skills between Korean and Filipino College Students

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Abstract

This study investigated a cross-cultural comparison of self-regulated learning (SRL) skills between Korean and Filipino college students. Specifically, it identified and analyzed the motivational and learning strategies adopted by Korean and Filipino students. To measure their SRL skills, the Motivated Strategies for Learning Questionnaire was administered. Results of this study showed that the degree of Filipino students' SRL skills was higher than one of Korean students. Cultural and educational contexts of the two countries were examined to identify possible factors underlying the differences between two countries' college students in SRL skills.

Keywords: Self-regulated learning, Cross-cultural comparison, College student

1. Introduction

The constructivist approach to learning has been favoured as an explanation of how people learn. Constructivism views learners not as one who is passively instilled with information and knowledge but one who are actively involved in organizing and reconstructing their existing knowledge with new knowledge (Perkins, 1992). Several attempts to study how students approach their learning have been made. There are consistencies in the findings of previous studies which manifest that self-regulated learning (SRL) skills plays an important role in learning processes (Purdie and Hattie, 1996; Zimmerman and Schunk, 2001). While these studies have greatly contributed to our understanding of human learning processes, majority of them have been done in the Western contexts (Purdie, 1995). Tynjala (1997) suggested that the Western studies on SRL consider learning as a very narrow instrumental perspective.

Moreover, most of the studies which take into account the pivotal effects of SRL in academic settings have focused on K-12 students (Vanderstoep et al., 1996; Pintrich, 1995). The present study focuses on college level, for a reason that researches on SRL are more relevant to college students than K-12 students. This is supported by the idea that college students are more disposed to control their time schedule, and decide how they approach their learning than K-12 students (Chye et al., 1997). It had been further observed that college students need guidance in order to balance the academic and social life (Pintrich, 1995). It is required to conduct a comparative study on the use of college students' SRL skills from other cultural backgrounds.

The need for cross-cultural understanding of relationships between conceptions of learning and the use of learning strategies is becoming increasingly important because of the changing cultural mix of our classroom and society at large. To keep up with this ongoing trend, it is required to further explain the role of culture on differences in SRL behaviour. It is done by probing into the educational experiences of the culturally diverse students in order to investigate the factors that may have contributed to the divergence. Saljo (1987) acknowledges that the variance inherent to the different socially and culturally established conventions with respect to what constitutes learning. Differences in culture bring about diversity to styles of thoughts and values; consequently perceptions and strategies applied in learning vary

accordingly. According to Pillay et al., Erase (2000), cross cultural studies have assisted in identifying monoculture bias and developed an improved understanding of different aspects of learning processes.

This study aimed to investigate how Korean and Filipino college students regulate their own learning processes. Specifically, it made a cross-cultural comparison on self-regulated learning skills between Korean and Filipino college students.

2. Review of Related Literature

2.1 Self-Regulated Learning and Academic Achievements

The term of self-regulated learning (SRL) has become popular from the 1980's, since it emphasizes the student autonomy to take charge of his/her own learning. As a general term, it subsumed research on cognitive strategies, metacognition, and motivation in one coherent construct that focuses on interactions among these forces. It is regarded as a valuable term, because it explains how the "self" is the agent in establishing learning goals, and how each individual's perceptions of the self and tasks have effects upon the quality of learning.

SRL behaviour is often interpreted in the light of students' use of learning strategies for the self-regulation of cognition and behaviour (Garcia, 1995). It is considered as an important aspect of students' learning and academic performance (Corno & Mandinach, 1983). In addition, Gitomer and Glaser (1987) proposed that SRL strategic response to perceived difficulty, recognizing limitations on knowledge resources, and taking time to make transformations are necessary in a problem space to permit one to operate well. Pintrich and Garcia (1992) suggested that SRL is defined by students' use of deeper processing strategies like elaboration and planning as their use of metacognitive control strategies. Pintrich (1995) described self-regulation as the active, goal-directed self-control of behavior, motivation, and cognition for academic tasks by an individual student.

SRL has been used to describe learning that is guided by metacognition, strategic action and motivation to learn (Perry et al., 2006; Winne & Perry, 2000). In particular, self-regulated learners are cognizant of their academic strengths and weaknesses, and they have a repertoire of strategies to be applied to tackling the day-to-day challenges of academic tasks. These learners hold incremental beliefs about intelligence (as opposed to fixed views of intelligence), and attribute their successes or failures to factors (e.g., effort expended on a task, effective use of strategies) within their control (Dweck, 2002). Finally, self-regulated learners believe that opportunities to take on challenging tasks, to practice their learning, to develop a deep understanding of subject matter, and to exert efforts, will give rise to academic success (Perry et al, 2006). Most recently, Schunk and Zimmerman (2008) defined SRL as the process by which learners personally activate and sustain cognitions, affects, and behaviors that are systematically oriented towards attainment of learning goals. In summary, SRL skills helps to describe the ways of how students approach tasks, apply strategies, monitor their performance, and interpret the outcomes of their efforts towards achieving specific learning goals.

2.2 Cross-Cultural Studies on SRL

In cross-cultural studies on SRL, the focus is more often on the concept of control and its differences between Asian and Western learners (Purdie and Hattie, 1996). Western scholars tend to describe Asian learners for being reactive rather than proactive in their approaches to learning. Asian learners are observed to be more dependent on their teacher's instruction rather than initiating on their own learning.

Cultural comparison research showed that Japanese students were more reliant on external sources of control than American students (Tanaka-Matsumi & Marsella, 1976). It means that students' academic achievements are deeply related with their cultural characteristics. For instance, Japanese culture is depicted as emphasizing interdependency, while American culture is pictured as emphasizing individuality. The results of another research on the difference in the use of learning strategies between Singaporean and Australian students support the fact that cultural factors have strong relations with students' SRL behavior (Chen and Stevenson, 1995).

2.3 Comparisons of Korean and Philippines' apostrophe use Culture and Education

Eastern Asians value their children's academic grades more highly than cognitive development for their progress. They believe that those grades realistically reflect their children's future success (Stevenson & Lee, 1991). Therefore, the role of a parent has been perceived as monitoring their children's homework regularly, and keeping higher expectation for child education (Strom et al., 1988). Generally, Eastern Asian students are highly motivated by a strong desire for upgrading their socioeconomic status, upholding family honor, acquiring admiration from their teachers and parents, and getting a good job (Siu, 1992).

Wollam (1992) stressed how Eastern Asian culture demands careful parental monitoring of children's academic progress. Researches have shown the significance of the parental engagement on a student academic achievement. Wollam (1992) also indicated that, "in spite of this extraordinary commitment to education, South Korean educators recognize the deficiency of a rigid Korean educational system, which culminates in a difficult college entrance

examination.” (p. 22). There is an extreme competition on college entrance examinations, which is also closely related to the limited opportunity for favored white-collar jobs. The Korean educational system culminates in one of the most elite selection processes in the world with emphasis on equality of curriculum and instruction. He pointed out that Korean society places such a high priority on the college degree.

The university entrance system in South Korea is highly competitive, and it has undergone many changes. Students are selected for admission to an institution of higher education based on the results of the Scholastic Achievement Examination for College Entrance (SAECE). This score, with the student’s high school transcript, determines college admission. Preparation for the SAECE is a grueling ordeal for the students, and it is not uncommon for some families to employ private tutorials outside the classroom to ensure their children’s success on the exam.

Savada and Shaw (1992) described a college-bound Korean high school student, in the late 1980s, typically rose at dawn, did a bit of studying before school began at 7:30 or 8:00 am, attended school until 5:00 pm, had a quick dinner (often away from home), and then attended evening cramming classes that could last until 10:00 or 11:00 pm. Even Sundays and holidays were devoted to more cramming. Because tests given in high school (generally once every two or four weeks) were almost as important in determining college entrance as the final entrance examinations, students had no opportunity to relax from the study routine. Family and social life are generally sacrificed to the supreme end of getting into the best university possible.

On the other hand, Philippine education system is patterned after the American system, with English as the medium of instruction. Schools are classified into public (government) or private (non-government). The general pattern of formal education follows four stages: 1) Pre-Primary Level (Nursery and kindergarten) offered in most private schools; 2) Six years of Primary education followed by 3) Four years of Secondary education; and 4) College education which usually takes four years, or five in some cases as in medical and law schools, as long as eight years. Graduate schooling is an additional two or more years. Due to these educational institutions and the people’s passion for education, the literacy rate in the Philippines is now 89.9%, the highest among Southeast Asian countries. Metro Manila has an even higher literacy rate of 96% with a student population of 2.5 million (CHED, 2007).

The information from the Commission of Higher Education (CHED, 2007) suggests that the structure of the tertiary system in the Philippines, in terms of awards and style of programs offered, resembles the US higher education system. Entrance to universities and other institutions of higher education is dependent upon the possession of a high school graduation certificate, and upon the results of the National Secondary Achievement Test (NSAT) in some cases, or upon the results of their own entrance examinations in many colleges and universities. NSAT is administered to fourth-year high school students to measure the quality of the individual institutions they are attending. It was not designed or intended as an admission test, but has nonetheless served the purposes of some institutions. Privately administered testing programs through the Center for Educational Measurement (CEM) are also widely used by colleges for admissions purposes. The most common tests are the College Scholastic Aptitude Test (CSAT) and the Admission Test for Colleges and Universities (ATCU). Typical school age during college years ranges from 16-21 years old.

Dollan (1991) stated that Filipinos have a deep regard for education, which they view as a primary avenue for upward social and economic mobility. From the onset of United States colonial rule, with its heavy emphasis on mass public education, Filipinos internalized the American ideal of a democratic society in which individuals could get ahead through good education. Middle-class parents make tremendous sacrifices in order to provide secondary and higher education for their children. Consistently, Sandoval et al (1998) surveyed 2,700 Filipino youth and found that 98% rated “having a good education” as being “very/rather important.” The same survey indicated that having a good education was perceived as important as “having a good marriage and family life” and “being able to find steady work.” It was perceived to be slightly more important than “being successful in work” and finding meaning and purpose in life”. The survey also found that Filipino youth expressed in high satisfaction with their educational experiences provided by the school.

In summary, from the above literature review, we can find out some similarities on how Koreans and Filipinos put emphasis on the significant value of education in their societies. However, certain differences arise on the part that Koreans compared to Filipinos puts emphasis on parental supervision on their children’s academic life. As mentioned above, Koreans are more inclined to have tutors and resort to better ways on how to facilitate their learning, while Filipinos tend to be more dependent on the school system alone. It is also quite evident that the educational background of both countries is varied in terms of structure and demographics as well as the beliefs, practices and policies imposed on higher education systems. The present study hypothesized that cultural backgrounds and educational experiences establish significant differences between Korean and Filipino college students in SRL skills

3. Methods

3.1 Participants

The participants of this study were 185 Korean and 209 Filipino college students. They were enrolled in undergraduate programs in each country. The Korean students came from a medium sized national university, located in a rural area southeast far away about 250 km from Seoul, Korea, while the Filipino students came from a medium sized state university, located in the northern part of Manila Bay, Philippines.

Filipino students' socio-demographic data collected from the participants showed that 148 students among them were 16-19 years old, 53 students were 20-23 years old, and 8 students were 23 years old. In addition, they were enrolled in the third and fourth year education courses majoring in Mathematics, English, Technology and Home Economics, or Science and Physical Education.

On the other hand, the Korean students were comprised of participants whose ages range from 20-31 years old. 159 students among them were 20-23 years old, and 24 students were 24-27 years old. They were enrolled in the first and second year education courses majoring in Educational Technology, Ethics Education, English Education, Math Education, Computer Education, Information & Electronics Education, or Mechanical Engineering Education.

3.2 Research Design

The present study employed a comparative descriptive research design. A survey was used to collect data from a self-report questionnaire administered to the participants in order to identify possible differences in SRL skills between Filipino and Korean college students.

3.3 Instrumentation

The Motivated Strategies for Learning Questionnaire (MSLQ) developed by Pintrich et al (1991) was used to assess students' self-regulated learning skills and motivational orientation. The MSLQ manual was obtained from University of Michigan NCRIPAL under the supervision of Dr. McKeachie, one of the developers of the instrument. The MSLQ is a self-report instrument that assesses use of six motivation strategies and nine self-regulated learning skills. Students rated themselves on 81 items using a 7 point Likert scale from "Not at all true of me" to "Very true of me".

The first part of the instrument measures 6 motivational orientations, namely, intrinsic goal orientation, extrinsic goal orientation, control of learning beliefs, self-efficacy for learning and performance, and test anxiety. The second is composed of 9 scales related to SRL strategies included in the questionnaire. The scales are rehearsal, elaboration, organization, critical thinking, metacognitive self-regulation, time/study environmental management, effort regulation, and help seeking. A Korean version of the MSLQ was utilized as the instrument for participating Korean students (Kim, 2002; Kang, 2000). For the case of Filipino students, a pilot test with 30 students was conducted to establish the reliability of the MSLQ instrument in English version. The reliability of the instrument was .88, and its Korean version was .92, respectively.

3.4 Research Procedures

The MSLQ was distributed to the participant during regular classroom. For the Filipino students, a colleague of the researcher assisted in the administration of the instrument. For the Korean students, the researcher was assisted by the office secretary in the administration of the instrument. The participants were not required to provide their names on the instrument assuring them of anonymity and confidentiality. There was no time limit for the completion of the survey. The students were instructed to take enough time to answer each item, and they were asked to give back the questionnaire to the proctor upon completion.

After test administration, the questionnaires were classified for data analysis. Encoding of the responses was done with MS Excel program. After data encoding, mean values were computed for each of 15 subscales under learning strategies. As stated in the manual for MSLQ, mean values such as within 4, 5, 6, and 7 are interpreted as high, while scores falling within 1, 2, and 3 are considered as low (Pintrich et al., 1991). Further quantitative methods of analyses were applied to examine differences between the Korean and Filipino students' responses on the 15 MSLQ subscales.

3.5 Statistical Analysis

Means and standard deviations were derived to gain initial analyses of data collected. In order to assess the significant differences of SRL skills between two groups of students, a t-test was applied to the scores acquired from 15 subscales with SPSS. The level of significance was set at .05.

4. Results

4.1 Comparison of SRL Skills between Filipino and Korean College Students

To compare the degree of SRL skills of Filipino and Korean college students, a MSLQ developed by Pintrich (1991) was administered. The result is presented at Table 1. As seen, it showed that there was a statistically significant

difference in SRL skills between Filipino and Korean college students ($t = 10.86, p < .05$). This means that Filipino college students have higher self-regulated learning skills than Korean college students

-Insert Table 1 here-

4.2 Comparisons between Two Groups in Each Category of SRL Skills

To identify possible differences in each category of SRL skills between two groups, three major categories of Prinrich's SRL skills (1993) were analyzed: cognitive, metacognitive, and resource management skills. Cognitive skills include rehearsal, elaboration, and organization. Metacognitive self-regulation is planning, monitoring, and regulating skills. And resource management skills are environmental management, effort management, and help seeking.

Results yielded from MSLQ for each category of SRL skills between two groups are presented at Table 2. As seen, it showed that Filipino college students scored statistically significantly higher means on all categories of SRL skills than Korean. This means that Filipino college students possess higher cognitive, metacognitive, and resource management skills than Korean college students.

-Insert Table 2 here-

5. Discussions

This study aimed to identify possible differences between Filipino and Korean college students in the degree of self-regulated learning (SRL) skills. Results from this study showed that the former have statistically significantly higher degree of SRL skills than the latter. Moreover, the study also showed that Filipino students possessed significantly higher level on each of three categories of SRL skills than the Korean counterparts. That is, it was found that the Filipino college students possess greater cognitive, metacognitive, and resource management skills than Korean. Such results are unexpected for us, and raised interesting issues for cultural comparison studies in terms of differences in SRL skills. The followings might be explained as reasons for such results.

First, the differences in SRL skills between Filipino and Korean college students could be explained as cultural factors, such as social expectations, value and beliefs towards college education, and respect for authority. Cultural backgrounds have been reported as a differentiating factor in the degree of SRL skills (Chye et al., 1997; Pillay et al., 2000; Purdie, & Hattie, 1996; Matthews et al., 2000). Koreans are more inclined to have private tutors and resort to better ways on how to facilitate their learning, while Filipinos tend to be more dependent on the school system alone. In addition, Gorell et al (1996) suggested that Korean students manifest higher self-regulation for their non-school activities such that they spend more time and efforts out of school activities. This is contrary to the case of Filipino students who are given more individual learning tasks, such as individual reports, projects and homework in their college year (Sandoval et al, 1998). Therefore, Filipino college students were more inclined to employ SRL skills than Korean.

Second, it is likely that the difference in educational backgrounds between two countries led to such results. The frequent awarding of academic honors in the Filipino educational system even at the earliest grade levels reflect the strong incentive value of social approval and recognition (Church & Katigbak, 1992). Individual academic ranks are used to determine how well students perform inside the Filipino college classroom setting. Also, majority of state colleges in the Philippines implement a required high grade point average whereby students who fail to meet the requirement are not re-admitted for the next semester or school year. For example, students who are enrolled in an education course are required to maintain a high GPA and above to be able to stay in their chosen major of study. Students who can't afford to enroll in private schools because of high tuition fee rates usually study hard to continue their pursuit for college degrees despite strict requirements (CHED, 2005). The academic motivation of Filipino students shows a strong extrinsic or instrumental aspect, because improved economic status is a top priority (Lynch, 1993). Therefore, there is a common thinking among Filipinos towards a pragmatic instrumental value for college education, such that they believe that it is an essential factor towards attaining other important goals in their life (Bernardo, 2004; Dolan, 1991).

On the other hand, Korean students perceive that one of the most crucial points in their life is the college entrance process; but once they are admitted to college, few students normally fail out. Thus, a common perception is that college students are already headed for success in Korea. For many, after the intense work required to get into college, the college year is more like a vacation, and feels like a new kind of freedom. Students attend classes regularly but often little is demanded in the way of homework or learning activities. In addition, Confucian ideas of education explicitly dominate the school system yet, including an authoritarian concept of the faculty member's role, a tendency to rely on lectures rather than discussion, and a lack of openness to student challenge (Jung, & Stinett, 2005; Lee et al., 2003). Taken together, it seems that Korean educational backgrounds and college situations are responsible for the lower SRL skills of their students, compared to Filipino college students' SRL skills.

Finally, it is also possible that the school year levels and the gender ratio of two groups participated in the study had effects upon the difference in SRL skills. Since the Filipino students are in the third and fourth year of college, it is

expected that since their learning situations are different from Korean students who are in the first and second year, the former may require higher degree of SRL skills or motivation. This is consistent with Winne's findings which suggested that the nature of task students are asked to complete can influence the degree of SRL skills (1993). Pintrich et al (1994) also showed that both initial individual differences and aspects of classroom contexts (i.e. teacher behavior, nature of tasks) were related to changing levels of SRL skills. Also, gender might be another issue for the results. Whereas the Korean students participated at the study were mostly males, most of the Filipino students participated at the study were mainly females. Many studies show that female college students tend to be higher in study skills than male students (Niemverta, 1997; Pokay & Blumenfield, 1990; Zimmerman & Martinez-Pons, 1990; Wolters, 1999). However, it seems that further research should be conducted on the gender difference in the use of SRL strategies or study skills.

6. Conclusions

The present study attempted to compare self-regulated learning skills between Filipino and Korean college students. Comparisons were made across Pintrich's MSLQ (1993), which is a self-report instrument assessing motivation orientations and self-regulated learning skills. Based on results from the present study and discussions from the related studies, the following conclusions were drawn.

We found that there are significant differences in self-regulated learning skills of Filipino and Korean college students. Filipino students showed higher self-regulated learning skills, compared to the Korean counterpart. It was unexpected finding, which is to be further examined with different subjects.

The study suggests that socio-cultural factors, such as social expectations, values and beliefs towards college education and respect for authority, might be factors underlying the difference in the self-regulated learning skills of Filipino and Korean college students. The factors have been identified from the results of previous studies on self-regulated learning of each cultural group. Since the difference in the number of each gender also influenced the degree of Filipino and Korean students' SRL skills, further research should be conducted with the control of the participant number of each gender.

From findings of this study, proposed are a few of research ideas related to comparison study on the degree of students' self-regulated learning skills among the different cultural backgrounds or educational situations. First, it is required to testify the validity of the results for the different level of students. Second, findings which Filipino college students have greater skills of self-regulated learning are needed to identify if it is associated with higher academic achievements in school settings or not. Finally, since the different language version of The Motivated Strategies for Learning Questionnaire (Pintrich et al., 1991) was administered to measure self-regulated learning skills for both countries' students, it is necessary for further research to be done in its English version for both Korean and Filipino college students to control for language constraints from each country.

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Table 1. Mean, SD & Results of t-test for Filipino & Korean Students' SRLS

	F (n=209)	K (n=185)	df	t
	M (SD)	M (SD)		
SRLS	4.92(.429)	4.38(.52)	392	10.86*

*p<.05

Note: SRLS: Self-Regulated Learning Skills

F: Filipino Students

K: Korean Students

Table 2. Mean, SD & Results of t-test for SRL' Categories

Category	F (n=209)	K (n=185)	df	t
	M (SD)	M (SD)		
CS	5.14(.67)	4.49(.70)	392	9.28*
MS	4.94(.54)	4.35(.57)	392	10.46*
RM	4.71(.41)	4.27(.47)	392	9.86*

*p<.05

Note: CS: Cognitive Skills MS: Metacognitive Skills

RM: Resource Management

F: Filipino Students

K: Korean Students



Mode of Talents Training in Media --- A Comparative Research between Mainland China and Taiwan

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Abstract

In China, with increasing maturity of media and continuous emergence of new media, demand on media managers is urgent day by day. However, media management itself is a subject with combination of compound, pluralism, theory and practice. It is easy to train common journalists, but it is quite difficult to train media talents of high quality proficient in management. This article is going to mainly compare modes of talent training between Taiwan and Mainland China, and will emphasize especially on training mechanism of media talents in colleges and universities in Taiwan, in the hope of offering reference for talent training in Mainland China.

Keywords: Media management talents, Media management, Training of media talents

1. Introduction

At present, journalism and communication education in China is at a period of high-speed development. According to data by High Education Department of Ministry of Education of PRC, there were only 66 journalism and communication professional stations in 1994, while in 2006, 661 journalism and communication professional stations were set up in over 460 colleges and universities, with approximately 130,000 enrolled students. The number of graduates from Journalism and Communication each year increased from several hundred in 1980 to over 30,000 at present (China Youth News, 2007). With unfolding tide of expansion in colleges, scale of education of journalism and communication also exhibits an unprecedented development condition.

At the same time, development of talents in journalism and communication in China presents a asymmetric condition. Huang Chunping (2009) pointed out that, Chinese media industry is lacking in versatile management talents, professional talents in emerging industry, talents of content originality and is insufficient in practical training of cultural talents who are disparately developed in different regions. Especially in terms of administrative and managerial talents in media, Zhang Youchen (2006) mentioned four problems. Firstly, small number of managerial and administrative talents, irrational structure and low degree of specialization; secondly, shortage of extraverted managerial talents who are familiar with international common practice and rules, expert in media market operation, and strategic thinking; thirdly, insufficient marketability, innovative spirit and capacity among managerial and administrative talents; fourthly, insufficient reserve management talents and weak vitality. Statistically, the total number of practitioners in Chinese media industry has reached 600,000, but those who are proficient in media management account for less than 1%.

As a matter of fact, the famous Management scholar Mintzberg (2004) has made an outright statement that, it is difficult for management education at present, including MBA, to train effective management talents. Thus, it is difficult to train

managerial talents not only in media, but also in common enterprises.

Although there are no “optimal training modes” for managerial and administrative talents, we still can utilize training mode in other advanced countries and in Hong Kong or Taiwan, which can be regarded as reference for improvement of talents training in Mainland China. Especially, Taiwan has similar language and social customs with Mainland China, and media talents training in Taiwan has started earlier, so a large part of its mode can be referred to by Mainland China.

2. The development of media management education in Taiwan

Journalism and communication education started in the middle of the 20th century in Taiwan. As early as 1935, Kuomintang Central Political School---predecessor of National Chengchi University set up Journalism Department. After resuming classes in Taiwan, National Chengchi University also resumed Journalism Department in 1955, which became the originator of journalism and communication education in Taiwan. In vocational education, the well-known journalist Cheng Shewo established “Vocational School of World News” (predecessor of Shih Hsin University) in Muzha, Tapei in 1956, which was the threshold of journalism and communication education in technical and vocational education system. Afterwards, within several decades, the media industry in Taiwan became relatively stable, with the status of “two newspapers and three television stations” (United Daily News and China Times, TTV, CTV and CTS). Under such a circumstance, way out for journalism and communication personnel was fixed, and their employment space was limited. Thus, the number of universities to set up Journalism and Communication Department didn’t increase rapidly. For example, among public universities, only National Chengchi University set up Journalism and Communication Department, whereas among private universities, Chinese Culture University and Fu Jen Catholic University headed the list, and among technical and vocational schools, the following three universities set up Journalism and Communication Department in succession: Shih Hsin University (the former “Vocational School of World News”), Ming Chuan University (the former “Ming Chuan Woman Business College”) and National Taiwan University of the Arts (the former “National Technical College of Arts”).

The situation of steady development lasted until 1990s. Weng Shieu-Chi (2001) pointed out that the year 1991 was a critical year for development of communication education in Taiwan. Within this year, altogether seven communication-related departments were set up. From 1991 to 2000, at least one communication-related department was set up each year. In 1994, seven communication-related departments were established, whereas in 1997, up to eight such departments were established. Communication-related departments established within this period accounted for 70% of all communication-related departments and institutes in Taiwan, so it was called “A Golden Decade”.

So far, altogether 23 universities have set up communication-related departments among the 68 comprehensive universities in Taiwan, accounting for 33.8%, establishing 51 communication-related departments and 40 research institutes (graduate education). Among the 72 scientific universities and technical colleges in the technical and vocational education system, altogether 16 universities and colleges have set up communication-related departments, accounting for 22.2%, with 20 departments and 5 institutes.

Reasons for vigorous development of communication education in Taiwan recent years can be summarized into the two aspects of supply and demand:

1). Supply: Taiwan conducted reform of educational system called “educational reform of ten years” in 1994, with focus on broadening limitations to newly established universities and departments, enhancing acceptance rate of universities, and transforming technical and vocational education system into ordinary universities, etc. Within the ten years, the total number of Taiwan universities expanded by five times, and most were transformed from original technical colleges or junior colleges, etc. According to the system, vocational school graduates or junior college graduates could be reformed as “university of science and technology”, and could be awarded bachelor degree and master degree. Likewise, graduates from ordinary universities could enter themselves for examination into institutes in the technical and vocational education system. However, at the same time, fertility rate in Taiwan declined continuously, so the number of students enrolled each year hit a new low time and again. By this year, the acceptance rate in Taiwan universities has been up to over 97%. In such as situation, in order to attract students in the vehement competition of “winning for students”, each university has to wrack their brains to set up departments and institutes to attract students. Communication-related departments have the characteristics of wide range of knowledge, being innovative and interesting, easy for employment, together with low establishment cost, so they have become the primary choice for newly established departments in universities.

2). Demand: Since 1980s, great changes have taken place in media industry in Taiwan, including release from “restriction on newspaper licensing” in 1988, publicly setting up of cable TV stations in 1992, and vogue of internet media at the end of the 20th century. All these changes increased demand on talents in communication, which stimulated universities to continuously set up journalism and communication departments. In addition, with the development of media market and industry, what is required is not limited to traditional editors and interviewers, but diversified talents.

For instance, liberalization and industrialization of media calls for comprehensive talents proficient both in communication and management, while transition of marketing concept requires integration of marketing and communication of talents.

Within all Journalism and Communication Departments springing up in Taiwan in this period, there are two bachelor degree programs and four master programs that focus on training talents in media management, respectively Graduate School of Communications Management in Ming Chuan University, Institute of Communications Management in National Sun Yat-Sen University, Department of Communications Management in Shih Hsin University, Department of Communications Management in Nanhua University, Graduate School of Communications Management in Nanhua University and Graduate Institute of Sound and Image Studies in Management in Tainan National University of Arts, accounting for 8.6% of all Journalism and Communication Departments.

Although there haven't been a large majority of specially established media management departments and institutes, most of them in Taiwan regard as one of their targets training "media managers" or "media management talents". For example, the PhD program in Journalism Department of National Chengchi University set up two targets: (1) training of talents in teaching and research; (2) training of media managers. Its Department of Radio & Television also set up "course of telecommunication and media management" for all students in College of Communication to take courses. Furthermore, it is aimed at training media operation and management, especially talents in electronic media operation and management.

Besides, a large majority of journalism and communication majors in Taiwan set up some relevant media management courses, such as "Media Management", "Media Operation and Management" and "Media Economics". Weng Shieu-Chi (2001) has summarized 30 interrelated required courses, including "Management" and "Media Management". If other relevant courses were added, such as Media Economics, Statistics, and Media Marketing, then the proportion of media operation and management courses would be increased further. During the period of graduate education, it is media talents with high quality that are trained, so more emphasis is laid upon media operation and management education. It is reported, among all 23 types of core courses in journalism and communication master programs in Taiwan, the 5 types belong to media operation and management, respectively Management (or Media Management), Special Topics in Media Industry, Media Operation and Management, Statistics and Communication Research Method, accounting for 22% of all courses.

It can be seen that, the various reforms in journalism and communication industry in Taiwan since the end of 1980s have caused proliferated demand upon diversified talents in communication, especially media management talents proficient in "both communication and management". Therefore, training on such a type of talents receives more attention.

In the following, the research is going to introduce the three major media operation and management departments and institutes in Taiwan, and to summarize experiences in training media management talents in Taiwan.

3. Case studies of media management majors in Taiwanese universities

3.1 Graduate School of Communication Management in Ming Chuan University

Graduate School of Communications Management of Ming Chuan University was established in 1995, which is the first graduate institute named by "communications management". The primary target of this institute is to integrate the two disciplines of communications and management to train management talents in communications. Since its establishment, the institute has held relevant seminar each year, and has pushed forward academic exchange in communications between Taiwan and Mainland China. <<Journal of Communications Management>> sponsored by this institute is the only professional scholarly journal about communications management in Taiwan.

There are four development focuses for Graduate School of Communications Management of Ming Chuan University

- 1). Media organization and management research: research on organizational features, cultural characteristics and management style etc, of different media.
- 2). Media human resource management research: discussion on human resource management policy and leading style etc, of media industry.
- 3). Media financial management research: financial and capital structure etc, of media, advertisements and public relations, etc.
- 4). Digital media research: research on changes of communications industry under influence of information technology, including internet media workers, communications products, communications structure and social structure.
- 5). Mainland media market research: research on media development trend and media environment in Mainland China.

Graduate School of Communications Management of Ming Chuan University is unique in media education in Taiwan, with the following characteristics:

- 1). Equal focus on communications and management: different from other communications departments which mostly discuss the topic of media management with a special subject, Graduate Institute of Communications Management of Ming Chuan University exactly integrates the two major disciplines of communications and management. It is only on the premise when students possess fundamental knowledge about communications and management that they can further take courses they are interested in.
- 2). Large intensity in courses taking: Graduate Credit Hours are up to 62 in Graduate School of Communications Management of Ming Chuan University, more than 1.5 to 2 times of common institutes. This is mainly to ensure that students experience complete education in communications and management. In addition to graduate credit hours, students have to meet the requirement of AP courses, that is, advanced placement of some fundamental management subjects before entrance to the university, such as Economics and Accounting, etc.
- 3). Equal focus on academics and practicality: Graduate Institute of Communications Management of Ming Chuan University highlights equilibrium between academics and practicality. In academic aspect, the institute holds relevant academic seminar each year to encourage graduate students to publish papers. In practical aspect, the institute sets up several seminar courses of special subject and invites people from industrial, official and academic communication fields to give a speech in the hope to shorten the distance between theory and practice. Besides, the institute also requires all graduate students to get internship for <<Medianews Online>> sponsored by College of Communication to guarantee their ability of practice in media. In addition, Ming Chuan University set up "digital multimedia platform" (Medianews Online, MOL) in 2002, integrated four major research centers (Information Communication Research Center, IMCC, Research Center of Taiwan and Mainland Communication and Research Center for Industrial Academia Cooperation) and all internship media, and realized informationization and integration of production flow of all media, which has provided a superexcellent practical platform for students of Graduate School of Communications Management.

3.2 Institute of Communication Management in National Sun Yat-sen University

Institute of Communications Management of Sun Yat-sen University was established in 1997, which is the only graduate institute that focuses on media operation and management among all public universities in Taiwan. This institute is affiliated with School of Business Administration, and its graduates are awarded MBA degree.

The goal of this institute is to train "management talents with both interdisciplinary integration capacity and humanistic spirit and originality". Its enrollment constitutes communications group and management group, respectively enrolling students with background of journalism and communication and with background of management.

Students in this institute may select either of Economics and Statistics as their AP course and any two of Mass Communication Theory, Communication Policy and Regulation, Ecological Research and Business Strategy Analysis in Media Industry. In addition to AP courses, "Special Topics about Communications Management" and courses about research methods (either of "qualitative research method and "research method on communication management) are required, and other courses are selective. Students may select from the two major modular courses of "marketing communications" and "digital integration". So long as they take over three courses in a modular, they can be awarded relevant certificates. Graduate Credit Hours in this institute are 42, including 27 credit hours required to be taken in this institute, and other credit hours either in this institute or in other institutes.

Characteristics of training of talents in Institute of Communication Management of National Sun Yat-sen University can be generalized as follows:

- 1) Integration: Institute of Communication Management is an integrated research institute of communications and management, and many courses are taught by teachers from School of Business Administration and other departments and schools, including marketing management, financial management and e-business.
- 2) Informationization: The center of journalism and communication industry in Taiwan is in the north, and major media enterprises are almost absent in Kao-hsiung where National Sun Yat-sen University is located, so the development focus of this research institute is on Internet media. Besides, this institute establishes an Internet newspaper "EC Times", and students take charge of interviewing and writing in journalism and distribution of electronic newspaper, etc.
- 3) Openness: Graduate Credit Hours of this research institute are 42, including only 27 required in this institute, and others either finished in other departments or in this institute. Students are encouraged to take courses in other departments as their elective courses to enrich their knowledge system.
- 4) Practicality: Students are encouraged to practice in media and the combine internship experience and thesis writing together.
- 5) Internationalization: School of Business Administration in National Sun Yat-sen University attaches great importance to internationalized development, has signed exchange plans with several universities in USA, Australia, Sweden, Japan and South Korea, etc, and has carried out plans of "international exchange courses" and "Joint Master's Degree" to let

students have greater opportunities to study abroad. At present, Institute of Communications Management sends three to five students for exchange overseas each year.

3.3 Department of Communications Management in Shih Hsin University

Shih Hsin University was set up by the well-known Chinese journalist Cheng Shewo in 1956, formerly “Vocational School of World News”, with the goal of training talents in journalism and communication. Then, in 1997, it was renamed “Shih Hsin University”, which has great influence in journalism and communication industry in Taiwan, especially in radio and television industry.

Established in 2001, Department of Communications Management of Shih Hsin University is the first university in Taiwan to set up bachelor’s program in media operation and management. “Operation and management of communications media” and “operation and management of communications flow” are the two cores of this department. The former regards media as one type of corporate organization, and students could master operation essence of communications media by learning specialized management knowledge. The latter focuses on management of flow of media content, such as production of originality, delivery of communication content, propaganda of image, and marketing of content, etc.

Courses of this department can be said an integration of traditional journalism and communication major and business management major, and all students have to take required fundamental commercial courses, such as Economics, Accounting and Statistics. Other courses contain overall management courses, such as introduction to organization and management, human resource management in media, financial management in media, marketing management in media and information management in media. Students in this department have to select one from the three course modules of “communications”, “media digitized production and project management” and “media marketing management”, credit hours of each module ranking between 13 and 16.

Characteristics of training of talents in Department of Communications Management of Shih Hsin University can be generalized as follows:

- 1) **Comprehensiveness:** Undergraduate students have more freedom than graduate students both in terms of time for learning and in terms of the number of courses to take, so have access to take comprehensive courses about communications and management in the four years, and come to complete contact with the two primary majors. It can be said that, graduates from Department of Communications Management of Shih Hsin University are not only students of “communications management”, but also double talents in both “journalism and communication” and “business management”.
- 2) **Practicality:** For courses about “Special Topics of Communications Management” set up for senior students, senior personnel from media industry are invited to give lectures in the hope of strengthening students’ understanding in practicality of operation and management in media. Furthermore, “special subject for graduation” and “internship in media” also shorten the distance between the academics and the industry.
- 3) **Prospectiveness:** Modern media operation and management is not constrained to management of traditional media, such as newspapers, magazines, radio TV stations. With the revolution of Internet, digital media and digital content have gradually evolved into high-light of media operation and management. Keeping pace with the times, Department of Communications Management of Shih Hsin University not only sets up course modules of “media digitized production and project management”, but also has courses interrelated with new media forms, such as Internet medium and mobile phone medium, etc.

4. Conclusion: the characteristics of media management education model in Taiwan

Generally speaking, characteristics of training of talents in media operation and management in Taiwan can be summarized as follows:

- 1). **Combination of theory and practice:** Master of Management Peter Drucker (1989) has said, the nature of management is implementing, rather than just knowing the theory; management knowledge is originated from management practice, and only practice makes vitality possible. Journalism and Communication is a discipline particularly focusing on practice. Hence, media operation and management majors in colleges and universities in Taiwan attach great importance to training with equilibrium of theory and practice.
- 2). **Integrated education:** Journalism & communications and management are two profound disciplines, so it is not simple to take one or two general selected courses to get comprehensive hold of knowledge in both disciplines. Therefore, education of media operation and management in Taiwan attaches great importance to learning of management disciplines, such as, more than 62 credit hours of double courses in communications and management in Graduate School of Communications Management in Ming Chuan University, required courses in economics, accounting and statistics in Institute of Communications Management in National Sun Yat-sen University, and even interdisciplinary learning of courses in communications and management in Department of Communications

Management in Shih Hsin University, which are all designed to enable students to get overall hold of fundamental knowledge in communications and management, and to become "double elites" in communications and management of journalism .

3). Diversification and informationization: With development of media industry, those proficient only in traditional media cannot satisfy demands of the industry. New technology has changed the environment, which raises the demand on diversified capacity of people. In order to adapt to this demand, media operation and management education in Taiwan also gradually steps towards digitization and integration, focusing on combination of traditional operation and management knowledge and new media technology. For example, "digital multimedia platform" in Ming Chuan University and "EC Times" in Institute of Communications Management in National Sun Yat-sen University are both internship platforms of overall digitization and informationization. Courses of "special topics about communications management" in both schools also keep close pace with development of the media industry, aiming at training the ability of students to survive in an era of digitized media.

4). Internationalization: As for the media industry, advanced countries, including Europe, America and Japan, are still the targets of learning by Chinese. Therefore, quite a large number of communications departments in Taiwan are seeking for opportunities international cooperation. Especially, Institute of Communications Management of National Sun Yat-sen University offers the most exchange opportunities, including foreign exchange chances, international exchange courses, and even joint degree programs for its students. A great many universities have also opened classes of English teaching, held international symposium and have encouraged students to publish papers about English, in the hope to be geared to international standards, and to get hold of the latest situation of media industry. In addition, so far, Communications Departments in lots of universities in Taiwan have established cooperation and communication relationship with Chinese Mainland.

In conclusion, since the release from "restriction on newspaper licensing" at 1988, training of talents in media operation and management in Taiwan has evolved gradually from the earlier state of fumbling to a complete set of system. Meanwhile, students can master diversified knowledge and skills in communications, management and information technology, and be able to be trained as media managers in the future. Such a set of systems is referable for colleges and universities in Mainland China.

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Islamic Credit Card: Are Demographic Factors a Good Indicator?

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Abstract

This study investigates on the relationship between demographic factors and the usage of Islamic credit card as well as Conventional credit card demonstrates their interdependencies. The debatable issues as been addressed by many authorities not only in terms of the numbers of credit card flooding the nation's economy, but the amount of transactions that end up with payment default and the numbers of credit card fraud as been recorded which threatened the economy should be seriously focused. Nevertheless the advances and changing habits in purchasing activities significantly contributed the diffusion of credit card as becoming more important and relevant in maintaining the purchasing activities. The study was conducted involving 305 respondents as a sample of study. While 26 items were used for addressing the research questions. Section A of the questionnaire seeks for information concerning the demographic profile of the respondents whilst section B and C that used Likert scale aimed to investigate information related to income and usage of credit card. The results of the study offer certain important managerial implications for the policy makers, finance institutions and the authorities bodies that take controls the credit card activities.

Keywords: Islamic Banking, Islamic Credit Card, Income

1. Introduction

Credit cards or charge cards, like Visa, MasterCard, Diners Club, American Express and others including Affinity Cards, are basically lines of credit that once established, depending on the terms, allow an individual to spend certain allowable sum of money and pay back the amount either in monthly or full amount (Norudin & Zull Nikli, 2005). An intensified interest in the marketing of credit cards not only throughout the nation but most of the countries in the world. The organizations involved constantly seek to produce distinct market segments and differentiated services (Ali Kara et. al, 1994) so as to remain competitive in the business.

Due to aggressiveness of the competition some institutions, strengthen their credit card activities through coordination with retailers so as to ensure that their cards are most acceptable, preferable and more convenient in handling purchasing transaction (Howarth, 1990). Using the affinity cards as an example, not only provides conveniences for settling payment at affiliated retail outlets, but constitutes a strong incentive for the purchasing transactions to use card at certain price discounts and other specified privileges.

Since the introduction of the first credit card in 1914 by Western Union in the USA, as for the year 1995 there were 36,000 banks issuing 450 million credit cards throughout the world (Kaynak et al, 1995). Certain nations like United States, United Kingdom, and Hong Kong found the industries were saturating while some others like Malaysia, Turkey, Greece are actively promoting individuals to own and spend through credit cards. For the year 2002 there are 3.6 million credit cardholders in Malaysia that spent RM21billion on the transaction (Kazi Mahmood, 2002) and the rapid

increasing in usage trend is reflected with approximately 5.3 million credit card holders as at October 2004. Comparing to other countries in the region, the penetration rate in Malaysia is still relatively low with Singapore, Korea, Japan, Hong Kong, Taiwan, and Malaysia at 90%, 90%, 85%, 80%, 70% and 23% respectively (Bank Negara Malaysia, 2004).

The Islamic banking in Malaysia started its predation in early eighties with the establishment of the first Islamic Bank that is Bank Islam Malaysia Berhad (BIMB) in March 1983. After almost 20 years in the industry then the first Islamic Credit card was introduced in Malaysia under the name of *al-Tasliif* by Am Bank of Malaysia (Ahmed Fouad Darwish, 2003) followed by Bank Islam Credit card that was launched in 2002 (Kazi Mahmood, 2002). Several other related regulations had to be amended so that Islamic banks can abide with the rules imposed on commercial banks and not going against the Islamic (*Syari'ah*) principles, Thus it can attract those Muslim that are not using the conventional banking system and financial services due to the forbidden of interest element in conventional banking for mobilizing and disbursing funds which help to widen and deepen the country's financial system. Bank Islam Credit Card (BIC) as an example work on the Islamic (*Syari'ah*) which comprise of two agreements. In the first agreement, the bank sells a piece of land to the customer at an agreed price. While in the second agreement, the Bank will repurchase the land from the customer at a lower price. The difference in the price is therefore the Bank's predetermined maximum profit, unlike the conventional credit card whereby the interest charge is determine as a profit.

Among the newly developed nations, most of the credit cardholders are urban dwellers, with a higher level of education, and working as professionals (Kaynak et al, 1995). Empirical evidence in previous study by Labich (1994) and Schaninger's (1981) suggest that social stratification based on income has significant influence the usage of credit card. Further evidence on the profile in terms of education, income, residence, family and age (Meidan & Davo, 1994) support the same findings. Even though all these demographic indicators have continuously been supported by previous research but still it ability to generalize throughout many nations is not significant enough.

2. Relationship between Demographic (Income) and the Usage of Credit Card

Previously the work of Chan (1997) highlighted that there was positive association between usage rate and income. This is due to the fact that most of the card issuers normally grant a higher credit limit among the higher income group. At the same time the wealthier cardholders many times prefer to use credit card in their purchasing transactions.

Indeed, income can be explained as disposable earning that someone's obtained after taxes which is complemented by gifts, pension, cash saving or other assets the family may have to meet its expenditure (McCarthy et al, 1997) as well as all kind of worked-related pay or rewards that go to the employees such as wages, salaries, incentives, commissions and bonuses, as well as indirect payments in the form of financial fringe benefits like employer paid insurance and vacations (Dessler, 2001). In fact, income also acts as a factor in determining of how much the purchasing power of consumers will be spent on goods or services (Allvine, 1987). Likewise, occupation and income are generally accepted as one of the most popular indicator that explained and significantly correlates with the usage of credit card (Frank et al, 1965)

Historical evidence demonstrated that the rising income and the increased in the purchasing power of the household are among the most significant factors during the 1982s and 1990s that resulted in increasing demand for credit card facilities (Kara et al, 1994). Therefore it is interesting to develop a profile of spending pattern resulted from the income generated. Thus, Ching (1976) highlighted that income that is derived by the family should aimed at meeting family expenses. It is therefore becoming an important decision that need to be established whether to spend all the money or to invest in certain schemes with the expectation to earning for further use. However study by Cairncoss (1696) and Ahmad Khalid (1980) demonstrated that every income derived from the income earlier generated, may not end up with full saving but rather likely to be spent as to match the standard of living. Thus the use of credit card served as an alternative to facilitate earlier spending.

The relationship between spending, desirability with income earned experiencing dramatic charges in the past few years (Sutherland & Canwell, 1994). Those with more disposable income discovered to indulge with leisure and social activities. To some extent, it led users to incur debt credit card which allow them to spend beyond their means. It is becoming a trend that consumers today live beyond their financial capacity, and not realizing that their expenditures consistently exceed their income (Mapother, 1999). With the accessibility of using credit card people grew up with debt and using credit freely (Warwick and Mansfield, 2000). The desire to spend more are further enhanced as Buttle (1996) describe the important of credit card in term of its ability to offer substantial income steam due to the availability of card-protection insurance policies. Some of the benefits could be the coverage in case of losing credit card, accident while on trips, the cardholder becoming unemployed or ill, where the difficulties will be place on the insurance. With such a provision, plus the surge of spending on credit cards and the worldwide acceptance of the major card association brands, the credit card has been not only a profitable element but a highly convenience tool for purchasing transactions. Evidence suggested by Feinberg (1986) demonstrated that the usage of credit card are conditioned with spending behaviors that support one does not have to worry about carrying cash. Other added factors are the additional safety, the extended credit, less spending effort, convenience time, and less problems in dealing with currency exchange.

Higher income consumers are the main target for the credit card issuers. The general assumption suggested that when consumers seek for resolution to credit card problems, more likely it may not be a troublesome to the higher income group, but the evidence demonstrated otherwise (Hogart et al, 2004). However studies by Mandell (1972) followed by Awah and Walters (1974) revealed that family income, education and socio-economic standing were the main determinants for credit card usage. This could be due to the focus of their marketing strategy were among the higher income group. The study further supported the investigation on credit and charge card in Greece where most of the users are those living in urban areas where the average income is much higher than those living in rural areas.

3. Investigation Issues and Purpose of the Study

The attractiveness of credit card facilities holds under the beauty of its permissibility for purchasing good and services within the credit limit even when funds are low. In fact the product also act as an alternative to short term-borrowing at the convenience of the user without going though the formal application process. Islam prohibits interest (Islamic term is *riba*) (Al-Baqarah: 278-281; Ali 'Imran: 130; Al-Nisa': 161; Al-Rum: 39) in the strongest terms and aims at establishing an economy free not only from all form of Credit Card provides a credit line that has the same functions as the other major credit card issuers. But, the perception of people towards some of the *Islamic* term in this Banking Institution in general and Islamic Credit Card in particular is a hindrance for promoting and attracting customers throughout the nation. With the diffusion of knowledge about Islamic Credit Card more institutions are now offering the facility as an alternative to conventional credit card.

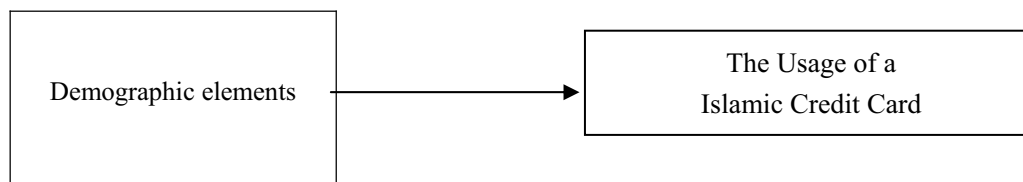
Previous research suggests that the functions of demographic variables are very much related to the reason for owning and using credit card in a developed nation. This investigation partly focused on income as one of the primary determinants towards the usage of Islamic and Conventional Credit Card. Other major research questions addressed in this study are:

- What are the factors affect the credit card choice decision?
- Is there any significant relationship between income attribute towards the usage of credit card?
- Is there a significant different between income group as to the usage of credit card?
- Is there a significant different between level of education as to the usage of credit cards?
- Is there a significant different between gender as to the usage of credit cards?

4. Research Framework

The framework demonstrates that the main variable of investigations is the usage of credit card while demographic elements are the determinants for the credit card usage.

Schematic diagrams for the theoretical framework



5. Significance of the Study

This study aims to provide the Islamic Baking Institutions with critical analysis towards improving their operations, services, and performance, which eventually address the customer's satisfaction issues. A better perception and awareness could be developed among the societies regardless of their religious beliefs as to the special features of Islamic Credit Card which is obviously in parallel with the (Islamic) *Syari'ah* principles that aimed to provide better alternatives to the user. The result of the study also offers important managerial implications for the policy makers such as Central Banks in controlling the flooding of the unhealthy customers practices.

6. Methodology

The sample frame for the study was selected from the respective registrar office of each college. This investigation adopted the personally administered questionnaire to collect the data from the respondents that covers professors, associated professors, lecturers, assistant lecturers and also tutors from seven Public Higher Education Learning in the State of Kelantan and Terengganu. Following the suggestion by Krejcie and Morgan (1970), with the population size of 1880, the recommended appropriate sample size should be 291 respondents (305 used for the study). The study, adopted quota sampling as the target population is known and they were chosen according to their willingness to give the commitment to answer the questionnaire.

The operationalization of the instruments has been developed with some changes been introduced after conducting a pilot test that on 30 respondents. The earlier investigation was discovered to be lacking of consistencies. Finally, 26 items were used for addressing the research questions. Section A of the questionnaire seeks for information concerning the demographic profile of the respondents whilst section B and C that used Likert scale aimed to investigate information related to income and usage of credit card. Data for the study were collected by personally administering the questionnaire.

7. Findings, Discussion and Conclusion

All variables in this study are reliable and acceptable with the Cronbach alpha value fall of 0.7 above (Hair et al., 2003). The finding confirmed that income is a good predictor of the credit card user. The present study has compared users of Islamic Credit Card and Conventional Card, or those using both using the survey method. As far as dimensions concerning demographic, income as a dimension was found to be the single most important variable. However when referring to opinion of how income is to be spent by using credit card, the findings demonstrated that the influence is very weak. Theoretically, consumers tend to increase their spending pattern when their income increases. The factor of income level that is assumed to be highly correlated with social class is positively significant to the usage of credit cards. As suggested by previous findings there are strong evidence that social class affect the use of income (Sivadas, 1997; Levy, 1992). For some consumers an increase in income stimulates them to continuously demand quality product, better standard of living, better services, and increased spending in satisfying secondary needs. Given the choice of its usefulness, availability, and values attached to the card, the strength of Conventional Credit Card still supersede Islamic Credit Card.

In addressing the issue of does credit card make living more comfortable or vulnerable should not be overlooked. Those owners who are relatively new and just meet the minimum requirement to use credit card seem to be lacking of the understanding about the "Trade-off" that most credit card offer. As a result of aggressive marketing efforts targeted to these users, the facilities offered put them at the disadvantage corner rather than making them more convenience. The fees and interest charge, the attractiveness of incentives offered, and over- extended credit limit (Kaynak et al, 1995; Sullivan, 1992) if poorly managed will make life more miserable. This evidence should placed Islamic Credit Card in a better position then the Conventional Card. However, still people put their preferences towards using more Conventional rather than Islamic Credit Card.

The rate of credit card usage is very much related to the issues of its ability to encourage the cardholders to undertake the purchasing transactions by means of credit card. Whilst factors like convenience in purchasing and payment transactions resulted in saving time instead of queuing, traveling time to point of purchasing or point of payment are a very much concerned to the middle income group as these unnecessary time could be utilized for other meaningful activities. The popularity of today's advertising campaign that encourage consumers to spend such as "buy now pay later" make consumers attracted to spend more especially the convenience credit attached to either conventional or Islamic Credit Card. The major promotional tools use by Institutions promoting Islamic Credit Card is through advertising while some others move on a advertising their products via Internet, newspaper, magazines, billboards and aggressively set-up promotion counters at shopping malls or exhibition centers and various promotional gifts such as cameras, watches, traveling bags, and other attractive items.

Using advertising as promotional tools becomes a major concern for most of the company to promote their product. Advertising has an ability to strike a responsive chord with consumers when differentiation across other elements of the marketing mix is difficult to achieve (George and Michael 1998). The ability to create differentiation may provide distinct advantage about the specialty of product like Islamic Credit Card Thus attracting the consumers' attention to use it. The right promotion strategy will further instilled the confident that could enhance the use of Islamic Credit Card. Indeed, lack of promotional activity is often an indicator of lack of anything to promote (Hart, 1993).

According to Phoon (1993), the fact that Islamic banking practice is still new and at infant stage, it is usual for things less understood to be viewed with mixture of curiosity and skepticism. It was a daunting task putting up together the scattered Islamic business transaction concepts turning it into reality from banking perspective as the commercial banking system has served Malaysian needs for almost a past century ago. Getting more people to use Islamic Credit Cards could be a strong challenge as more of the issuers are offering the cardholders with more attractive benefits and incentives (Kaynak et al, 1995) Islamic banking should seriously review its strategic planning in order to achieve its missions and objectives through focusing their target market. In order to enhance the organizations' performance, a company such as Bank Islam Malaysia Bhd. (BIMB) should study the external opportunities and threats as well as internal strengths and weaknesses rather than assuming that the industry is doing fine. Institutions offering Islamic Credit Card should increase their promotion strategy so as to enhance the customer' awareness especially when new products or services are entering the market. BIMB should aggressively use this tool in order to reach the segmented market if they wish to get more customers for Bank Islam Card holders (Norudin & Zull Nikli, 2005).

There are no statistical differences between males and females in the use of credit card. However when considered the

variables pertaining to levels of education and income, there is a sign of certain degree of differences appeared to exist when observing the three levels of education and the four levels of income. It seems that among those with lower and middle income are prone to use credit cards as it is able to provide safety and convenience features.

8. Future Research Directions

Further research could be developed by demonstrating the differences in terms of usage rate among the owners of credit card. Through the understanding of these differences it may provide an indication of does the culture of spending using credit card is accepted on nationwide basis? Does the issue of credit card centers more on a tool for getting credit rather than facilitating purchasing transactions?

Previous literatures demonstrated that no investigation reported concerning on the guidelines to the managers of credit card institutions on how the new credit card owners make decisions among the available facilities offered. The understandings of this development are expected to provide the strength and limitations of their operations which may eventually create more and better alternative to the credit card users.

As this study only focus on the usage of Islamic Credit Card as well as the Conventional Card in both state of Terengganu and Kelantan, additional studies are needed to examine the usage behavior of the general populations especially those living in rural, urban and semi-urban areas where the application of the facilities is very much related to the diffusion process of its usefulness.

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Table 1. Respondents' Profile

Profile (n=305)	Frequency	Percent (%)
State		
Kelantan	180	59.0
Terengganu	125	41.0
Gender		
Male	181	59.3
Female	124	40.7
Marital status		
Single	47	15.4
Married	254	83.3
Divorced	4	1.3
Educational Level		
Degree	12	3.9
Master	228	74.8
Ph.D	65	21.3
Income Level		
<RM 3000	120	39.3
RM 3001 – 5000	102	33.4
RM 5001 above	83	27.2
Owned Credit Card		
Yes, Conventional	178	58.4
Yes, Islamic	79	25.9
Yes, Both	48	15.7

Table 1 indicates that 59.3 percent of the respondents were male, 40.7 percent derived from female and 83.3 percent were married. In term of educational level 74.8 percent were having Master Degree, while 21.3% with a Doctoral Degree (PhD). For the income level 39.3% were receiving below than RM 3000, 33.4% ranging from RM 3001 to RM 5000, 27.2% were above RM 5000 income category. Among those who owned or using credit card, more than half of the respondent with 58.4% owned conventional credit card, 25.9% owned an Islamic credit card, and 15.7% owned both cards.

Table 2. Cross tabulation table between Gender, Income categories and Education level with the usage of credit card

	Low Usage	Medium Usage	High Usage	Total (100%)
<u>Gender</u>				
Male	2(1.1%)	113 (62.43%)	66 (36.46%)	181
Female	0 (0%)	76 (61.29%)	48 (38.71%)	124
<u>Income Categories</u>				
<3000	0 (0%)	78 (65%)	42 (35%)	120
RM 3001 - RM 5000	1 (0.98%)	63 (61.76%)	38 (37.25%)	102
RM 5001 - RM 7000 above	1 (1.2%)	48 (57.83%)	34 (40.96%)	83
<u>Education Level</u>				
Bachelor	0 (0%)	8 (66.67%)	4 (33.33%)	12
Master	1 (0.44%)	139 (60.96%)	88 (38.60%)	228
Ph.D	1 (1.54%)	42 (64.62%)	22 (33.85%)	65

The cross-tabulation analysis from table 2 indicated that the usage of credit card (Conventional Card, Islamic Card and Both Card) based on gender, income categories and educational level displayed almost the same pattern. Most of the users are using the facilities considerably and only a small percentage hardly use the card for their purchasing transactions.

Table 3. Correlations between Income elements with the usage of credit card

		M_E	MDEP
M_E	Pearson Correlation	1.000	.222
	Sig. (1-tailed)	.	.000
	N	305	305

** Correlation is significant at the 0.01 level (1-tailed)/

As indicated in Table 3, Pearson correlation coefficient computed between income as the predictor to the usage of credit card as the dependent variable indicated that there is a positive relationship but the strength of the relationship is very weak at $p=0.222$.

Table 4a. Usage of Credit Card based on Educational level

Credit card	Educational level	Low Usage	Medium Usage	High Usage	Total
Conventional	Bachelor	0 (0%)	7 (77.78%)	2 (22.22%)	9
	Master	1 (0.69%)	92 (63.89%)	51 (35.42%)	144
	PhD	0 (0%)	16 (64%)	9 (36%)	25
					178
Islamic	Bachelor	0 (0%)	1 (33.33%)	2 (66.67%)	3
	Master	0 (0%)	33 (58.93%)	23 (41.07%)	56
	PhD	0 (0%)	15 (75%)	5 (25%)	20
					79
Both card	Bachelor	0 (0%)	14 (50%)	14 (50%)	28
	Master	1 (5%)	11 (55%)	8 (40%)	20
	PhD				20
					48

The result demonstrated that among those with degree qualification, most of them actively use conventional credit card (75%: 9/12), and 25% (3/12) were using Islamic Credit Card. Those with Master Degree qualification indicated the similar trend where 63.16% (144/228) actively used conventional card, 24.56% (56/228) were using Islamic Credit Card, and 8.77% (20/228) were using both. Another qualification measurement is based on those with Doctorate Degree. Again the finding is in favor of conventional card, followed by Islamic Credit Card, and both card with 38.46% (25/65), and 30.77% (20/65) respectively.

Table 4b. Usage of Credit Card based on Income level

Credit Card	Income	Low Usage	Medium Usage	High Usage	Total
Conventional	< RM 3000	0 (0%)	60 (67.42%)	29 (32.58%)	89
	RM 3000-5000	1 (2%)	33 (66%)	16 (32%)	50
	RM 5000 above	0 (0%)	22 (43.59%)	17 (43.59%)	39
					178
Islamic	< RM 3000	0 (0%)	15 (60%)	10 (40%)	25
	RM 3000-5000	0 (0%)	19 (61.29%)	12 (38.71%)	31
	RM 5000 above	0 (0%)	15 (65.22%)	8 (34.78%)	23
					79
Both card	< RM 3000	0 (0%)	3 (50%)	3 (50%)	6
	RM 3000-5000	0 (0%)	11 (52.38%)	10 (47.62%)	21
	RM 5000 above	1 (4.7%)	11 (52.38%)	9 (42.86%)	21
					48

The popularity of credit usage is reflected in term of the income status category among the respondents. Those earning less than RM3000.00 constitute the majority of the usage followed by those within income category between RM3000.00-RM5000.00, and those earning more than RM5000.00. Of those earning less than RM3000.00, 74.17% were using conventional card, 20.83% were Islamic Credit Card and only 5% were using both card. For those within the income category of between RM3000.00 to RM5000.00, 49.03% were using conventional card, 30.39% using Islamic Credit Card, and 20.58% were using both. The similar trend could be observed among those income group of more than RM5000.00 where conventional card is most preferable use (46.98%), followed by Islamic Credit Card (27.72%), and for both card (25.30%).

Table 4c. Usage of Credit Card based on Marital Status

Credit card	Marital status	Low Usage	Medium Usage	High Usage	Total
Conventional	Single	0 (0%)	22 (75.86%)	7 (24.14%)	29
	Married	1 (0.68%)	93 (63.70%)	52 (35.62%)	146
	Divorced	0 (0%)	0 (0%)	3 (100%)	3
					178
Islamic	Single	0 (0%)	5 (71.43%)	2 (28.57%)	7
	Married	0 (0%)	43 (60.56%)	52 (35.62%)	71
	Divorced	0 (0%)	1 (100%)	3 (100%)	1
					79
Both card	Single	1 (9.09%)	6 (54.55%)	4 (36.36%)	11
	Married	0 (0%)	19 (51.35%)	18 (48.65%)	37
					48

The figure mentioned earlier indicated that conventional cards are still more preferable than Islamic credit card. Out of those married 57.48% (146/254) used conventional card, 27.95% (71/254) used Islamic Credit Card, and 14.57% (37/254) are using both card (see table 4a). Of those with single status 61.70 % (29/47) used conventional card, 14.89 % (7/47) used Islamic Credit Card, and 23.40 % (11/47) are using both card (see table 4c).

Table 4d. Usage of Credit Card based on Gender

Credit card	Gender	Low Usage	Medium Usage	High Usage	Total
Conventional	Male	1 (0.95%)	69 (65.71%)	35 (33.33%)	105
	Female	0 (0%)	46 (63.01%)	27 (36.99%)	73
					178
Islamic	Male	0 (0%)	31 (63.27%)	18 (36.73%)	49
	Female	0 (0%)	18 (60%)	12 (40%)	30
					79
Both card	Male	1 (3.7%)	13 (48.15%)	13 (48.15%)	27
	Female	0 (0%)	12 (57.14%)	9 (42.86%)	21
					48

The analysis on gender further indicated that both male and female respondent were using more conventional card, followed by Islamic Card, and some of the used the combination of both. For the male, 58.01%, 27.01%, and 14.9% and for the female, 58.87%; 24.20% and 16.93% respectively used Conventional, Islamic and both credit card.

Table 5. Chi-Square Tests of gender, income categories, and educational level with usage of credit card

	Value	df	Asymp. Sig (2-sided)
Pearson Chi-Square			
Gender	13.608	20	.850
Income Categories	38.435	40	.541
Educational Level	33.753	40	.746

The study further explore whether is there any differences in terms of several demographic variables as to the use of credit card. Using the Pearson Chi-Square score indicated that there is no significant different between all the three demographic variables as to the usage of credit card with the Significant value of $r = 0.850, 0.541, \text{ and } 0.746$.



Problems in Development of Electrical Power in Rural China

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Abstract

With development of electric power in rural China for several decades, it has attained great achievements. However, under the circumstance when urban and rural development is balanced in China, problems in development of electric power in rural China seem more prominent, mainly characterized by disbalance of development structure, lagging of macro-management and policy, and lack of vitality in electric power corporations in rural China.

Keywords: Electric power in rural China, Development structure, Macro-management, Universal service, Microstructure

1. Disequilibrium and lagging of development of rural electric power

1.1 Disequilibrium of industrial structure development of electric power

Since the "Fifteenth National Congress", construction of power grid has increased with a speed of approximately 10% each year. In 2007, an investment of 245.1 billion Yuan was put into construction of power grid, increasing by 20.67%. Resources of power grid become gradually optimized. By the end of 2007, power assets accounted for 65% of electric power assets, whereas power grid assets accounted for only 35% of electric power assets. Obviously, scale of power grid is far behind that of power, and serious mismatching exists between scale of Chinese power grid and scale of power.

In 2007, investment of electric power in China was 549.3 billion Yuan, including an investment of 304.15 billion in power, which accounted for 55%, and also an investment of 245.1 billion in power grid, which accounted for 45%. The overall ratio of power grid investment to power investment in China is 4:6, which lags behind significantly the average ratio of 6:4 in developed countries. Influenced by the idea of "emphasis on construction of power plant, neglect of construction of supply network, and regardless of sales of electricity" in the past, construction of Chinese power grid has lagged behind construction of power for quite a long time. Although the country invested over 400 billion Yuan to reconstruct Chinese rural power grid and urban power grid in parts of cities on a large scale in the middle of 1990s, the situation of lagging in development of power grid hasn't been changed fundamentally. At present, China is in a development stage of developing rural areas through urban development and developing rural industry to subsidize agriculture, so lagging of rural electric infrastructure cannot satisfy requirements of establishing a new socialist countryside and realizing coordinated urban and rural development. Especially, district economic imbalance still exists. For example, the issue of social universal service in electric power hasn't been resolved in an appropriate way in western poverty-stricken areas.

The general situation of disparate development of industrial structure in electric power is as follows: power grid lags behind power, power distribution lags behind power transmission, rural power grid lags behind urban power grid and western power grid is the weakest.

1.2 Disparate development of regional structure

Although rural electric power development has attained great achievements, generally speaking, level of rural electrification is still low, and obvious regional disparity exists between rural power utilization and rural power grid.

Considering rural power utilization in 2005, annual power consumption per capita in eastern rural areas was 970.9 kWh, which was 5.6 times as much as that in middle rural areas, and was 6.0 times as much as that in western rural areas.

From 1999 to 2005, average annual growth rate of power consumption per capita in eastern rural areas was 14.26%, ranking the first; average annual growth rate of power consumption per capita in middle rural areas was 4.96%, obviously lower than eastern rural areas; influenced by the policy of Western Development, average annual growth rate of power consumption per capita in western rural areas increased to 6.63%, higher than western rural areas.

Comparing per capita household power consumption in rural areas, great differences exist between different provinces and municipalities. For example, rural per capita household power consumption in Beijing in 2006 was 434kWh, more than 14 times as much as that in Tibetan Autonomous Region.

1.3 Lack of permanent mechanism in development of rural electric power

Due to reasons of rural electric power system, investment mechanism and rural electric power development policy, foundation of Chinese rural power grid is still quite weak, unable to satisfy needs of rural economic and social development.

Since 1998, the country has launched rural power grid construction and reconstruction on a large scale. However, due to weak rural power grid foundation and too many historical defects, the overall reconstruction coverage of rural power grid is relatively small. At present, reconstruction coverage of power grid of 35-110 Kv in the whole country is only 30%, and reconstruction coverage of power grid below 10 Kv is approximately 60%. A large majority of power ancillary facilities for agricultural irrigation and drainage and User Tables of more than 15,000,000 rural households haven't been reconstructed, which affects agricultural production and rural residential life to a great extent.

Major grid frame structure of Chinese rural grid is still weak, and within the operation area of State Grid Corporation of China, power supply radius of 10 Kv line in 25% of counties exceeds the standard distance, and power supply radius of low voltage line in 40% of counties exceeds the standard distance. According to statistics of 1706 county rural power enterprises, there are 343 countyregional single-supply power grids, accounting for 20.11%; there are 2056 110(66)kV single-supply substations, accounting for 37.52%; there are 5313 35kV single-supply substations, accounting for 42.5%. The proportion of single-supply countyregional power grid and substations is high. Thus, once the line or power point connected with the major power grid is offstream, a large acreage of power will be cut.

Construction and reconstruction of rural power grid has resolved historical defects within a short period of time, and has satisfied demand of temporary rural economic development on rural power grid. However, in the long run, a stable and effective investment and financing mechanism in rural power grid hasn't been established, so the problem that rural power grid doesn't suit rural economic and social development in a new situation will recur. After reconstruction of rural power grid, there are mainly the following several issues in investment and financing:

Insufficient investment scale, which is mainly reflected in two aspects. On one hand, insufficient coverage of rural power grid construction. The proportion of rural towns covered in the first and second stage of rural power grid construction and reconstruction is 82.3%, including 96.8% in the east, 87.7% in the middle, 68.2% in the west and 97.6% in the northeast. Residents from regions uncovered in reconstruction have strong complaints, and propose urgent demands. On the other hand, the issue of voltage class during construction of rural power grid. The focus of investment during the two stages of rural power grid construction is on voltage class of 10 kV and below, while a little investment has been put into reconstruction of 35 kV and 110 kV power grid frames. Therefore, power point is relatively far in working of rural power grid, the 10 kV line is too long, power distribution reliability and qualification rate of voltage is too low, and reduction of line loss is restricted, which all affect development of rural electric power and rural economy.

Weak capacity in investment and financing. All around the country, in addition to the "two cents" returned by the central finance, the space for electricity to increase price in all provinces and cities is quite limited. There is a big gap in repaying of investment in rural power grid reconstruction in the first and second stages, and the provincial power companies of "Governments Unify the Loan and Refund in Union" burden heavy pressure. Some provincial power companies don't have the ability to loan for construction and reconstruction of rural power grid, or just loan with a small amount, in the hope to relieve their pressure.

With completion of the second stage of rural power grid reconstruction, in the new situation of rapidly developed Chinese economy and establishment of a new socialist countryside, power consumption demand in many rural areas increases in a transnormal way, and the actual load has exceeded the stipulated value. The first and second stages of rural power grid reconstruction is based on a growth rate of 7%-8% in rural electric power, but actual growth rate of rural annual power consumption is up to 15%-16%. In coastal developed regions, construction of rural power grid lags

behind needs of rural economic development. In some countyregional power supply enterprises, due to mismatching between electricity sales amount and sales income and assets of large scale reconstruction, maintenance capital of rural grid facilities is utterly inadequate, which causes many rural areas unable to deliver and utilize power, and the phenomenon of bottlenecks in rural power grid is becoming increasingly prominent. Construction of rural power grid needs urgently strengthening, and financing gap for rural areas to continue to construct and reconstruct power grid is obvious.

At present, China is in the process of industrialization and urbanization, and space of growth in power consumption in rural areas is large. In 2007, countyregional annual household power consumption per capita was merely half of urban residents, equivalent to 1/21 of per capita power consumption in America in 2004 and 1/5 of per capita power consumption in Japan. With construction of new socialist countryside and countyregional economic development, the secondary industry and the tertiary industry switch to rural areas, and the extensive rural residents' living standards are upturned, so rural power consumption increases rapidly. From 1998 to 2007, rural average annual growth rate of power consumption within the operation area of State Grid Corporation of China was 16.41%, 5 percent faster than growth speed of the whole society, and the growth speed was up to 20-30% each year in part of areas. Most electrical supply equipment in the first and second stage of rural power grid reconstruction has been overloaded or fully loaded, calling for augmentation and expansion. It is predicted, State Grid Corporation of China during the 11th "Five-Year" needed to invest 331.4 billion Yuan into rural power grid construction and reconstruction. However, the national financial investment cannot satisfy requirement of rural grid development, especially the great discrepancy between investment in construction of electric power in electroless areas stipulated and actual investment planned. For example, since 2006, the total investment in construction of rural power grid in electroless areas within the operation area of State Grid Corporation of China only accounted for about 24% of the total amount of project investment demand. Furthermore, the financial support of the country was mainly for construction of electric power in Midwestern electroless areas.

2. Serious vacancy in macro-management of rural electric power

2.1 Lack of a unified authoritative organization, and serious vacancy of management function in rural electric power

In terms of the central government, after the repeal of State Economic and Trade Commission, it hasn't been confirmed which department should carry on management function of rural electric power. In terms of local government, on one hand, corresponding with the central government, local government weakens the industrial function of rural electric power after reform in government organization; on the other hand, in the process of demarcation of rural electricity enterprises to top departments, joint-stock restructuring and establishment of the relation of escrow wholesale, some local governments also withdraw from the industrial function of rural electric power with weakening on the management function of rural electrical companies. In terms of rural electric power plan and facility maintenance, due to lack of authoritative coordination and organization departments, serious vacancy exists in the management function, such as, responsibility of universal service in rural electric power, supportive policy of rural electric power development (including direct investment in rural electric power, offer of soft loan or low-interest loan, and subsidies granted for policy considerations) and offer of preferential policies of fiscalit and price, etc.

Due to indefinite of segregation of duties in macro-management and industrial organization management, reform of property rights system in rural electric power is tremendously restricted.

2.2 Indefinite segregation of duties and responsibilities of central and local functions

Segregation of duties and responsibilities in management of rural electric power by the central and local government has great effect on transmission and distribution system and on development of rural electric power. Under the policy of electrovalency with similar grid and similar valency, reform of transmission and distribution system is influenced by local finance and investment and financing of local government. Since the local government gives priority to influences of reform of rural electric power system upon local fiscalit, its management level and ideology plays a restrictive role in reform of rural electric power. Under the actual constraint of financial target, there exists great uncertainty for local government to support sustainable development of rural electric power and to perform the public service of electric power.

During operation of the existing system, due to disagreement between interests of central and local government and due to conflict of the policy target, segregation of duties and responsibilities of management of rural electric power between the central and local government directly influences the next step of reform in rural electric power system.

2.3 Acute contradiction between local rural power enterprises and enterprises directly under the central ministries

Currently, Chinese electrical industry is in an important historical period of system transformation, mechanism conversion, structure adjustment and alteration of growth mode. In the process of reform in electric power system, rural electric power belongs to power distribution, and is an important power purchase entity in Chinese power market in the long run, so a fair market development environment should be built. However, due to non separation of transmission and distribution, imperfectness of the planning system of power grid, non separation of main and secondary power grid

enterprises, and inadequate supervision on electric power, and out of consideration of local enterprise interests, central and local state-owned rural grid enterprises usually cannot implement a unified plan and rational redistribution of power grid according to technical and developmental features of power grid per se. Dependence on advantages of systems, such as planning, design, synchronization and dispatching in various degrees, efficient and orderly development of local rural (distribution) power enterprises is influenced. At the same time, since urban and rural power supply is assumed by two different enterprises, and great discrepancy exists in the scale of enterprises, so it is difficult to realize urban and rural equilibrium by means of adjusting electrovalency and to realize similar grid and valency of electric power in urban and rural areas.

3. Insufficient vitality of microstructure of rural electric power

3.1 Asset dispute in rural electric power affects enthusiasm in investment into rural electric power.

Debt funds for the first and second stages of rural power grid reconstruction taken charge of by State Grid Corporation of China and China Southern Power Grid Corporation was mainly burdened by provincial power grid companies. According to documents at that time, 20% of national debt assets in direct supplied and direct controlled counties were contributed by the State Power Corporation, owned by the central government. 20% of national debt assets in wholesale counties were contributed by provincial planning commission, owned by local government. Afterwards, the country issued the policy of two cents for repaying of electric price, and repaying of rural grid reconstruction was actually assumed by the whole society. So far, dispute still exists between the central power grid enterprise and local government and local power enterprises about property ownership of reconstruction assets in rural power grid. This, to great extent, affects enthusiasm of all parties in investment and operation in rural power grid.

In the process of operation of power supply enterprises, disputes exist about ownership of assets, use rights and earning rights of assets. In addition, right, obligation and interest are not in agreement, so it is difficult to bring advantages of the system into full play in actual operation.

3.2 Distempered stimulation and constraint mechanism causes insufficient ability of rural power enterprises to make further advances.

In the following, we are going to analyze respectively the four types of power supply enterprises.

Escrow rural power enterprise. Escrow refers to industrial escrow entrusted by local County (City, District) People's Government to provincial (autonomous region, directly administered municipal people's government) power companies for its subsidiary county power supply enterprises. The main purpose is to strengthen management, to carry out separation of government function from enterprise management, to take control over employee expansion, to reduce management cost and to standardize the market of power supply. Therefore, escrow is a sort of industrial management mode with administrative flavor, and it is not an actual enterprises behavior, with features of timeliness and temporary transitivity.

Since escrow counties don't have assets tie relationship with provincial companies, the latter has no means to carry out an overall planning and investment construction for rural power grid of escrow counties. Their investment in economically underdeveloped areas is not enough, unable to realize sustainable development of rural power grid and rural electrification.

Joint stock enterprises. Provincial power grid enterprises and local government together contribute to establish joint-stock county power supply enterprises, which corresponds with requirements of socialism market economy system and is helpful for establishment of modern enterprise system. In actual operation, running of joint-stock enterprises is not standard. For instance, although some county power supply enterprises belong to joint-stock enterprises, they don't function according to standards of joint-stock companies, and have defects in percentage of shares and in governance structure, etc. Acute contradictions exist among stakeholders in terms of investment in rural power grid, compartmentalization of power supply operation area and power grid planning, etc.

Direct supplied and direct controlled enterprises. Both State Grid Corporation of China and China Southern Power Grid Corporation set up rural electricity department responsible for rural electric power. Under the circumstance when there is vacancy in macro-management functions in rural electric power, most functions of rural electric power management are assumed by State Grid Corporation of China and China Southern Power Grid Corporation. Specific affairs are put under centralized management by rural electricity administration departments, and organizational management is conducted from rural Electricity Department of State Grid Corporation of China (China Southern Power Grid Corporation) to rural power users. Power grid enterprises are involved in the status quo of multiple levels, heavy tasks and limited management personnel, so they are faced up with double pressure and risks of macro-management and operation management.

Self supplied and self controlled enterprises. Currently, in addition to local hydroelectric power system, self supplied and self controlled enterprises also include county power supply enterprises in Tibetan Autonomous Region, Xinjiang

Production and Construction Army Corps, oil field, forest and agricultural reclamation. Constitution of areas and units is complicated, so their management levels and operation conditions are all different. Most of their assets belong to local government, and they are independent operation entities, so contradictions and interest conflicts are inevitable between these enterprises and local provincial power grid companies in terms of on-grid price, power supply area and assets, etc.

Self supplied and self controlled enterprises are mainly concentrated on Midwestern areas. Affected by underdeveloped local economy and lack of investment capacity of local government, a great majority of enterprises are insufficient in funds for development, so they are generally lagging behind in ability to develop and to make further progress. With development of rural economy, some problems come to light, such as weak reliable power supply capacity, low management level, low capacity of risk resistance, which cannot be resolved in isolation. In the situation of building a well-off society in an all-round way, balancing urban and rural development, and establishment modernized agriculture, the mode of self supply and self control is faced up with challenges of reform and development.

4. Vacancy in the policy of universal service in rural electric power

Rural electric power has the double characteristics of public welfare and operation. At present, provincial power companies are the major obligation and implementation entities of universal service in Chinese electric power. In the existing system of electrovalency, electrovalency between different areas, different business and different voltage classes is realized by cross-subsidization. On one hand, restricted by performance assessment criteria of State-Owned Assets Supervision and Administration Commission, operational benefit and developmental ability of power grid companies affect income of all levels of management personnel. On the other hand, due to huge investment in power grid, within rural marginal power operation areas, the ability of grid distribution development and universal service in electric power is faced up with great difficulties, universal service of rural electric power is lacking in an effective mechanism, and there is contradiction between public welfare burden and operation target of rural power enterprises.

The major problems in universal service of Chinese rural electric power are generalized as follows: indefinite entity, lack of definite goal, scope & legal and policy foundation, lack of definite fund sources and cost compensation mechanism, and large fund gap required for implementation of universal service in electric power.

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Different Approaches, Same Achievements --- Aesthetic Wilde VS. Realist Cao Xueqin

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Abstract

The charmingly written Chapter 11 of Oscar Wilde's novel *The Picture of Dorian Gray* seems overlooked by the critics, but actually, it is a best footnote of Wilde's literary creation of aestheticism and a great achievement of his writing with extreme simplicity. Its presentation of luxurious arts, though strikingly different from that of *The Dream of the Red Mansion* by Cao Xueqin, results in the same excellence. Making an analysis of the different approaches to the "display" of the four luxurious artistic works: fragrance, music, jewelry and embroidered work, this paper finds that although there seems no comparison between Wilde's aestheticism and Cao's realism, simplest as Wilde and most elaborate as Cao, they both delivered the world the extraordinary beauty of arts with their pens and both revealed their thoughts on literary creation through the extreme beauty.

Keywords: Aestheticism, Realism, Art, Extreme excellence

Many researches have been done and are still being done about the Irish writer Oscar Wilde (1854-1900) and his fiction *The Picture of Dorian Gray* since it was published in 1891. According to Huang Yuanshen, scholar and translator of Wilde's works, different people appreciate Wilde from different angles: "Chen Duxiu saw his talent as a writer; Zhang Wentian was shocked by his depiction of the chilly hell; Winston Churchill appreciated his rarely-seen wittiness and humor; while Liu Yazi valued his maverick character the most. Wilde was indeed such a writer who was orthodoxy-against and behaved abnormally, had unique individuality, spoke wittily and thought sharply" (Huang, 2004, p.1). However, "*The Picture of Dorian Gray* is a fiction with profound connotation, and a thorough exploitation of it will be a challenge for the readers. And just because of the challenge, the fiction is so charming" (Huang, 2004, p.5). Chapter 11 of *The Picture of Dorian Gray* is just such a chapter that is irresistibly charming but has not yet been exploited. While we kept discussing the aestheticism of the fiction and admiring its gorgeous language, we seemed to have unfortunately overlooked Chapter 11. With several paragraphs of merely 3500 words, Chapter 11 vividly exhibited the extremely luxurious art works of the noble family and a most mysterious legend. It was the best footnote of Wilde's doctrine of "Art for Art's Sake" and Hedonism. Moreover, Chapter 11 reminds me of *A Dream of Red Mansions* by Cao Xueqin. While huge difference between the two masterpieces exists, they are equally fascinating as they both splendidly show us the ultimate beauty of arts. Wilde used only a few thousand words to show off millions of fancy precious jewelry-- the mysterious perfumes, the wonderful music instruments, the rare jewels and the glowing brocade -- building up a marvelous kaleidoscope of arts. By "showing off", I not only mean that the precious artworks Wilde depicted were so shining, but also that his profound knowledge of arts deserved it. Correspondingly, I found, the perfumes, the instruments, the jewels and the brocade appearing in the Chinese greatest fiction *A Dream of Red Mansions* were equally brilliant, only that Cao was not simply for "showing off". In his arduous work of realism, Cao related all those fine arts to the characters and their feelings, to the settings and the atmosphere---each was written for a particular reason at a particular time.

1. Perfumes

In Chapter 11 of *The Picture of Dorian Gray*, Wilde led us into the kingdom of scents by this sentence only, "so he would now study perfumes and the secrets of their manufacture, distilling heavily scented oils and burning odorous gums from the East" (2004, pp.156-7). With only 239 words, the whole paragraph introduces numerous types of perfumes

Dorian studied. “wondering what there was in frankincense that made one mystical, and in ambergris that stirred one's passions, and in violets that woke the memory of dead romances, and in musk that troubled the brain, and in champak that stained the imagination; and seeking often to elaborate a real psychology of perfumes, and to estimate the several influences of sweet-smelling roots and scented, pollen-laden flowers; of aromatic balms and of dark and fragrant woods; of spikenard, that sickens; of hovenia, that makes men mad; and of aloes, that are said to be able to expel melancholy from the soul” (ibid:157). For an aesthetic author, the only thing Wilder needed to do was to present the beauty and to spread the scents. Whether the “sickening or mad-driving” perfumes were relevant to the story or to the characters was not taken into his consideration. At best it was only to announce how luxurious and dispirited Dorian's life was. Wilder, a writer who worshiped hedonism and aestheticism, would naturally pour his knowledge of perfumes onto paper to his heart's content and let those mysterious scents overwhelm the readers.

Cao's scents, instead, were toward the other end of extreme. musk, aloeswood, sandalwood, rue, benzoin, borneol...—no less than several dozens of different types, Cao's scents deeply penetrated into the characters' personalities and fates. “Chin Ko-ching's bedroom was full of sweet scent, which drove Pao-yu into the mysterious dream to the Illusory Land of Great Void (Yang,1978,Voll, p.72); Tai-yu's window sent out a subtle fragrance which refreshed people; Pao-chai's sleeves had whiffs of cool, sweet fragrance which everybody found surprising; while poor Miao-yu got kidnapped after being seized by a numbness due to a whiff of narcotic incense” (Yuan,2006, B05). Further, the scents and incenses were not only related with the characters but also a must at different ceremonies and in daily lives in the House of Chia-- they were used to commemorate the Chias' ancestors, to celebrate festivals and to scent their chambers.... The title of Chapter 60 was even composed of four flower perfumes: “Jasmine Powder Is Substituted for Rose-Nitric Powder/ Rose Flavoured Juice Is Repaid with Pachyma Cocos”(Yang, 1978,Vol2, p316). Chapter 60 wrote about the powder, lotion and cream of the four flowers all the way from how to use, how to eat, their smell, their taste to their functions so that all the female characters in Grand View Garden, the masters, the maids and etc, stood in front of the readers as if they were vividly alive. From Pao-yu, Tai-yu, Pai-chai and Tan-chun to Li Wan, Madam Yu and Aunt Hsueh, from Concubine Chao, Chia Huan, Tsai-yun to Ping-erh and Hsi-jen, from matron Hsia, Mrs Liu to Jui-kuan, Fang-kuan, Ou-kuan and Ai-kuan...four flower perfumes introduced lots of characters and built up an involving story. Reading *A Dream of Red Mansions*, you will not be drunk by the suddenly strong scents as in *The Picture of Dorian Gray*, but will always be led by all kinds of scents in the House of Chia and will be deeply impressed by the inner strength of Cao's aesthetics.

2. Music

Scents still around, Wilder led the readers to “devote themselves entirely to music” with Dorian. The part of music only contains about 800 words, a little longer than the other parts though, which again covers such a great number of never-heard-of odd instruments and legends: the mysterious “juruparis” of the Indians which can be played only by fasted or scourged young men; the earthen jars of the Peruvians that have the shrill cries of birds; flutes of human bones Alfonso de Ovalle heard in Chile; the sonorous green jaspers found near Cuzco that give forth a note of singular sweetness. There are painted gourds filled with pebbles that rattle when shaken; the long clarion of the Mexicans, through which the performer inhales the air; the ture of the Amazon tribes, sounded by the sentinels, whose harsh sound can be heard at a distance of three leagues; the teponaztli, that has two vibrating tongues of wood and is beaten with sticks that are smeared with an elastic gum obtained from the milky juice of plants; the yotl-bells of the Aztecs, that are hung in clusters like grapes; and a huge cylindrical drum, in the Mexican Temple, covered with the skins of great serpents giving off doleful sound (Wilder, pp.157-8)...Through Dorian, Wilder expressed his pride and cynicism when talking about those bizarre instruments: “The fantastic character of these instruments fascinated him, and he felt a curious delight in the thought that art, like Nature, has her monsters, things of bestial shape and with hideous voices” (ibid: 158-9); “he used to give curious concerts in which mad gypsies tore wild music from little zithers, or grave, yellow-shawled Tunisians plucked at the strained strings of monstrous lutes, while grinning Negroes beat monotonously upon copper drums and, crouching upon scarlet mats, slim turbaned Indians blew through long pipes of reed or brass and charmed-- or feigned to charm--great hooded snakes and horrible horned adders. The harsh intervals and shrill discords of barbaric music stirred him at times when Schubert's grace, and Chopin's beautiful sorrows, and the mighty harmonies of Beethoven himself, fell unheeded on his ear”(ibid: 157-8). However, this time, Wilder who always did arts for arts' sake led the readers back to the raw barbarous arts. Although it seemed to be only announcing that “art, like Nature, has her monsters” (ibid: 157), it somewhat implied the realistic significance, showing his rebel to the advocated orthodox arts in the Victorian Era.

Let's now step into the music world of Cao's. The music in *A Dream of Red Mansions* is a huge collection of Chinese music which has a long history. According to “A Survey of the Historical Data on the Music in *A Dream of Red Mansions*”, Cao mentioned 40 types of 8 categories of operas, 20 forms of instrumental performances for solo, ensemble or accompaniment, 31 different instruments and combinations, 13 dance repertoires, 27 tunes and 6 forms of folk arts...the instruments that appeared most frequently include Guqin, Xiao, Sheng, Flute, Guan, Zither, Pipa, Huqin, Gong, Drum, Plate and etc, among which Guqin, Flute, Drum, Xiao and Guan were depicted in the greatest details (Meng,2004, pp.30-34). Although all the music events were within the big mansion of Chia's, they were a fine epitome of the

prosperous opera and music nationwide during the booming era of Kangxi, Yongzheng, and Qianlong dynasties. From Chapter One when “the sound of flutes and strings could be heard from all the houses in the neighborhood; everywhere was singing” (Vol1, p13) to Chapter 87 when Tai-yu chanted the four mournful stanzas to the lute, music accompanied us all the way---we hear the solo of the drum, the solo of the flute, the ensemble of the percussion, the philharmonic orchestra, the ballad, the songs with Guqin....The colorful description of the music, sometimes graceful, like the soft rhythm when the Imperial Consort Yuan-chun was back home for a visit (chap.17 and 18) and sometimes desolating enough to crack metal or stone (Vol3, p108), like the tunes played by the lutist Tai-yu when moved by an autumn poem she mourned the past (Vol3, p97) (Chap 87). Pao-yu was awakened to esoteric truths by a song on Pao-chai’s birthday (Vol1, p311) (Chap 22); the Lady Dowager talked about elegance when appreciating the flute in the fall moon light (Chap 76) ...Cao joined the music with the scenario, bridged the music with the souls. He put music at everywhere at any time and analyzed the instruments at every tiny point. His very high art accomplishments and very deep knowledge of music served for every character at a low profile. Arts, stories and characters perfectly integrated into his finest design.

3. Jewelry

“On one occasion he (Dorian) took up the study of jewels” (Wilder, 2004, pp.159) -- Wilder once again turned his marvelous kaleidoscope of precious treasures. Let’s take a look at those jewelry Dorian settled and resettled everyday in their cases: the olive-green chrysoberyl that turns red by lamplight, the camphene with its wire-like line of silver, the pistachio-coloured peridot, rose-pink and wine-yellow topazes, carbuncles of fiery scarlet with tremulous, four-rayed stars, flame-red cinnamon-stones, orange and violet spinels, and amethysts with their alternate layers of ruby and sapphire, the red gold sunstone, the pearly white moonstone, the broken rainbow milky opal, three emeralds of extraordinary size from Amsterdam, a turquoise de la vieille roche that was the envy of all the connoisseurs and the coat decorated with 560 pearls that he wore in a makeup ball (ibid). Legendary stories related to jewels include: the serpent with eyes of real jacinth mentioned in Alphonso’s “Clericalis Disciplina”, snakes in the vale of Jordan “with collars of real emeralds growing on their backs” mentioned in the romantic history of Alexander, the dragon with a gem in its brain in the story of Philostratus, that “by the exhibition of golden letters and a scarlet robe” the monster could be thrown into a magical sleep and slain; said by alchemist Pierre de Boniface that the diamond rendered a man invisible, and the agate of India made him eloquent, the cornelian appeased anger, and the hyacinth provoked sleep, and the amethyst drove away the fumes of wine. The garnet cast out demons, and the hydropicus deprived the moon of her colour. The selenite waxed and waned with the moon (ibid: 158)...The legends about jewelry that Wilder knew were countless. Wilder even exhibited superb treasures owned by 12 kings including the King of Ceilan, son of Alexander VI, i.e. Duke de Valentinois, Charles of England, which conquered everybody’s eyes. “How exquisite life had once been! How gorgeous in its pomp and decoration! Even to read of the luxury of the dead was wonderful.” -- “Dreaming of the luxury of the dead” -- Wilder pointed out the reason why he put so many sentences on jewelry through Dorian.

Correspondingly, Cao did not spare any ink writing about jewelry. However, just like his “scents” and “music”, every piece of his gems and jades interacted perfectly with the characters, emotions and scenarios. One could argue that without gems or jades, there would not have been a masterpiece called *A Dream of Red Mansions*. Not only Pao-yu’s jade, which was the size of a sparrow’s egg, iridescent as clouds at sunrise, smooth as junket, and covered with coloured lines (Vol1, p120), and Pao-chai’s bright gold necklace studded with glittering pearls and jewels (Vol1, p122) (Chap 8) derived so many touching stories, but also every precious jewelry of everyone in the house of Chia, from the Lady Dowager to the maids, was depicted vividly in details -- Hsiu-yen’s green jade pendant, Chia Lien’s Nine-Dragon Pendant, the red cornelian rings Shih Hsiang-yun gave Hsi-jen, Yuan-yang and the other maids, the agate pillow Yuan-chun sent the Lady Dowager, the jade rings Tai-yu and Hsiang-yun got as gifts from the Dowager Princess of Nanan, not to mention all assortments of carol, cat’s-eyes, and emerald...Related with them were millions of stories. The debut of Hsi-feng was gorgeous: “Unlike the girls, she was richly dressed and resplendent as a fairy. Her gold-filigree tiara was set with jewels and pearls. Her hair-clasps, in the form of five phoenixes facing the sun, had pendants of pearls. Her necklet, of red gold, was in the form of a coiled dragon studded with gems. She had double red jade pendants with pea-green tassels attached to her skirt. Her close-fitting red satin jacket was embroidered with gold butterflies and flowers. Her turquoise cape, lined with white squirrel, was inset with designs in coloured silk. Her skirt of kingfisher-blue crepe was patterned with flowers” (Vol1, p38)(Chap 3); The decoration and utensils were extremely luxurious, made of gems, jades and opals, and even the musical instruments in Tan-chun’s room were made of white jade: a white jade musical stone suspending on a lacquer frame (Vol1, p591) (Chap 40). And the glass vases, amber glasses, agate bowls, the red soapstone cup shaped like a palm leaf and the large emerald plate in the form of a lotus leaf, and the white agate plate with spiral designs...“The Chinling Chias/ If truth be told/ Have halls of jade/ Stables of gold” (Vol1, p56), “The Hseuehs in their affluence/ Are so rich and grand/ Gold is like iron to them/ And pearls like sand” (Vol1, p56), this is nothing but true. Similarly luxurious as in Wilder’s world, the precious treasures in Cao’s stories not only made people longing for, but also carried the heavy destinies of the characters.

4. Embroideries and Tapestries

Preceded by jewelry, Wilder started to devote his writing to the embroideries and the tapestries. Still beginning with a seemingly relaxing sentence “Then he turned his attention to embroideries...” (Wilder, p. 162), here comes the storm of the finest embroideries and the tapestries in the world – “the dainty Delhi muslins, finely wrought with gold-thread palmates and stitched over with iridescent beetles’ wings; the Dacca gauzes, that from their transparency are known in the East as “woven air,” and “running water,” and “evening dew”; strange figured cloths from Java; elaborate yellow Chinese hangings; books bound in tawny satins or fair blue silks and wrought with fleurs-de-lis, birds and images; veils of lacis worked in Hungary point; Sicilian brocades and stiff Spanish velvets; Georgian work, with its gilt coins, and Japanese Foukousas, with their green-toned golds and their marvellously plumaged birds” (ibid: 164)... Every piece of his collection is a rarity. Still a lot of legendary stories: the great crocus-coloured robe of Athena, on which the gods fought against the giants; the huge velarium that Nero had stretched across the Colosseum at Rome, that Titan sail of purple on which was represented the starry sky, and Apollo driving a chariot; the curious table-napkins wrought for the Priest of the Sun, on which were displayed all the dainties and viands that could be wanted for a feast; the coat that Charles of Orleans once wore, on the sleeves of which were embroidered the verses of a song beginning “Madame, je suis tout joyeux”, the musical accompaniment of the words being wrought in gold thread, and each note, of square shape in those days, formed with four pearls (ibid: 162-3)...and many more royal embroideries, among which each piece is priceless. Wilder’s knowledge and anxiety about the exquisite arts and life were the best, and the breath taking overwhelming luxury was the best of the best.

Cao’s expertise in the embroideries and the tapestries, the varieties he knew and the accuracy of his description were second to none. The thin leno, the soft ghatpot and gauze, thin but strong spun, and sateen, satin, silk...several tens of different silk products were used in the House of Chia (Xie, 2003, pp.44-47). Moreover, the Lady Dowager, who had experienced the climax of the Chia Family, was a true connoisseur of silk. She was even an expert in leno for bed-curtains and windows: “This soft-mist silk comes in four colours only: light blue, russet, pine-green and pink. Used for bed-curtains or window gauze, from a distance it looks like smoke or mist—that’s how it got its name. The pink’s also called rosy-cloud gauze” (Vol1, p584) (Chap 40) -- Leno and silk, though still popular among the other people under the roof of the Red Mansion, were not as well understood as by the Lady Dowager, implying the downtrend of the Chia Family from the climax. The embroideries were gorgeous, but not solely aesthetic. Every piece had its realistic meaning -- the ‘golden peacock felt’ woven of peacock feathers in Russia (Vol2, p185) that the Lady Dowager gave to Pao-yu, which shimmered gold, green and blue (Vol2, p185) (Chap 52), provided the chance for the sharp but nice Ching-wen to show her extraordinary skill; mending it at midnight in sickness; the soft scarlet flowered portiere, the back-rest and bolster of brocade with chain designs and the glossy satin mattress with a golden centre (Vol1, p95-6) in Hsi-feng’s chamber was so beaming that the suburban lady Granny Liu could not find a word other than “Gracious Buddha!”; the large kang by the window, which was covered with a scarlet foreign rug, and the red back-rests and turquoise bolsters in the middle, both with dragon-design medallions (Vol1, p42) in Madame Wang’s chamber fully declared her status (Chap 3) and stunned the new-comer Tai-yu; and the most words were certainly put on Pao-yu’s satin apparel: “His red archer’s jacket, embroidered with golden butterflies and flowers, was tied with a coloured tasseled palace sash. Over this he wore a turquoise fringed coat of Japanese satin with a raised pattern of flowers in eight bunches. His court boots were of black satin with white soles” (Vol1, p46) (Chap 3); “...Pao-yu was wearing his red archer’s tunic embroidered with golden dragons and lined with fox-fur under a fringed bluish-grey sable coat” (Vol1, p270-1) (Chap 19); “...Pao-yu was wearing, over his brown velvet archer’s coat lined with fox fur, a scarlet felt jacket embroidered with gold thread. Its slate-blue satin border was fringed with tassels” (Vol2, p185) (Chap 52)...Every appearance of Pao-yu was extremely luxurious, which forms a sharp contrast to the ending of his leaving the material world. Cao’s exquisite embroideries and tapestries were more than gifts of arts. They embedded deep thoughts as well.

5. Conclusion

Chapter 11 of *The Picture of Dorian Gray* presents the readers the luxury of artworks -- perfumes, musical instruments, jewelry and embroideries that the royals own and tells the legends about those luxurious arts. As an author being “art for art’s sake”, Wilder did not have to consider the meaning of showing those artworks. To make sense, all he needed was one simple sentence -- Dorian was interested in the precious artworks. As long as it was a gorgeous piece of art, Wilder would pour all his knowledge about it to the readers, following his own will. To Wilder, art is art, with no attached purpose. Art is just for the joy of the sensory. On the opposite, every piece of art that had been willfully used by Wilder as “art for art’s sake” appeared in Cao’s renowned realistic fiction *A Dream of Red Mansions*, only that they were perfectly integrated into the characters and their destinies, without a single exception. Although Cao described the artworks meticulously throughout the whole story, we could still sense his particular design that organized words as precisely as possible. The two masters, western or eastern, aesthetic or realistic, were so different in times, regions, languages, thoughts, writing ideas or writing styles that they seem to be incomparable at all, whereas we could not help exclaiming the same excellence achieved by different approaches in their novels-- this is where the charm of literature lies--simplest as Wilder or most elaborate as Cao, they both delivered the world the extraordinary beauty of arts through their literary

creation and both revealed their thoughts on literary creation by the extreme beauty.

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Factors Effecting Drug Relapse in Malaysia: An Empirical Evidence

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Abstract

It has been noted that many drug addicts relapse to drug use after discharged from successful treatment and rehabilitation programs. Thus it is imperative and timely to address the issues that prompt relapsed addiction. 400 drug addicts on relapse cases were selected from eight drug rehabilitation centres throughout Peninsular Malaysia to examine factors influences the relapsed addiction to drug use. Consistent with previous research, self-efficacy, family support, community support and employers support were identified as main factors that influenced the relapsed addictions tendency amongst addicts. Suggestions to curb relapsed addiction to drugs were discussed in relation to the findings.

Keywords: Relapse, Addiction, Drug, Malaysia

1. Introduction

The close geographical propinquity to Myanmar, Laos and Thailand (Golden Triangle) and other Southeast Asian countries that produces illicit drugs has intensify drug use in Malaysia. The illicit drug use been well thought-out as major social intimidation in Malaysia. The government, on February 19, 1983, declared drug as national disaster and endeavor with stringent law enforcement together with rehabilitation programs for addicts. Indeed the government through various agencies has put in action strategies to impede drug use, parallel to the mission of attaining a drug-free society by 2015. Nevertheless, even with the country's stringent enforcement policy, there has been a sizeable ascends in the number of fresh and relapsed drug users (National Anti-Drug Agency (NADA), 2009). NADA entrusted by the Malaysian government to sculpt mechanisms to handle the drug crisis and in particular to trim down relapsed addiction rate.

Based on the statistics by NADA (2009), the number of detained drug addicts from January to December 2007 and 2008 were 14,489 and 12,352 respectively. Perhaps, the addiction trend that was recorded by NADA is some sort of a relief to all concern. In 2007, the detained fresh and relapsed addicts were 6,679 and 7,810 respectively. Among the detained drug addicts in 2008, 5,939 (48%) were fresh addicts while 6,413 (52%) were relapsed addicts. Interestingly, in 2008 the statistics revealed a decline of percentages in total number of detained addicts (15%), new addicts (11%) and relapsed addicts (18%) compared to the reported statistics in 2007. Nevertheless, careful observation on the statistics revealed an increase in the number of detained relapsed addicts compared to new drug addicts between 2008 and 2007. Generally, it is well understood that the number of drug addicts should reduce dramatically upon successful completion of treatments or rehabilitation program. However, the reported data explicates that most of the drug addicts failed to sustain the free of drug lifestyle after they have been discharged from rehabilitation treatment program. Mohamad Hussain and Mustafa (2001) reported that there are evidence of 90% relapsed cases among heroin addicts within six months after been discharged from the Serenti rehabilitation centres. It also had been found that 40% of the addicts pine for heroin after a month of abstinence. Surprisingly, Serenti rehabilitation centers have relapsed inmates who have followed the rehabilitation sessions for more than five times. Moreover, Habil, (2001) contended that more than 70 percent of those attending drug rehabilitation centres would probably relapse. Reid, Kamarulzaman, and Sran (2007) alleged that though some of the programs had been successful, about 70 to 90 per cent of addicts who underwent rehabilitation probably

return to the habit within first year after been discharged if they are compelled and detained at the rehabilitation centres. In any event, the rate of relapse among addicts is of great concern to both governmental and non-governmental bodies. Thus, this research was initiated to examine the factors contributing to relapsed addiction tendency amongst drug addicts in Malaysia. Indeed this study is significant and timely to fight against drug addictions to the root while achieving the nation's ambition to reach the zero drugs by 2015.

2. Factors Contributing to Relapse among Drug Addicts

Relapse is a formidable challenge in the treatment of all behavior disorders (Witkiewitz & Marlatt, 2004). Several authors have described relapse as complex, dynamic and unpredictable (Buhringer, 2000; Donovan, 1996; Marlatt, 1996). Whereas according to Mahmood (1996), relapsed addiction means, usage, intake or misuse of psychoactive substances after one had received drug addiction treatment and rehabilitation, physically and psychologically. To Rasmussen (2000), relapse occurred because of the building up of additional crisis such as to look trivially on certain problem, stress, weak or failed forecast, the pessimistic thinking that all issue cannot be resolved and immature actions. Relapsed addicts also confused and overreact due to the inability to think clearly, unable to manage feelings and emotions, the difficulty to remember things, unable to control their feelings and easily angered.

Various studies have examined the effects of psychosocial factors towards relapse among drug and alcohol dependence. Moos (2007) contended that psychological factors are supposition to contribute to relapse among drug addicts after abstinence. Consistently, anxiety has been linked to increased relapse risk among marijuana addicts (Arendt et al., 2007; White et al., 2004). Other relapse promoting factor is self-efficacy, defined as a degree to which an individual feels confident and capable performing a certain behavior in a specific situational context (Bandura, 1977). As described in the cognitive-behavioral model of relapse (Marlatt, Bear & Quigley, 1995), high levels of self-efficacy are predictive of improved alcoholism treatment outcomes (Brown et al., 1995; Greenfield et al., 2000; Rychtarik, Prue, Rapp & King, 1992). The situation is different from the results of research done on 60 alcoholics, which found that individuals who have high self-efficacy after going through rehabilitation treatment, are most unlikely to be addicted again (Allsop, Saunders & Phillips, 2000). Chuah (1990), in his research found that drug addicts who have low self-efficacy would be back to addiction after their release from getting treatment and rehabilitation. Other previous studies have also point out that improvement in self-esteem positively lead to success in rehabilitation programs and it assist in curbing drug addictions (Graham et al., 1997; Mahmood, 1995; Mahmood et al., 1998; Mahmood et al., 1999).

Attitude and poor knowledge on drug abuse been reported to be contributing factor of relapsed addictions among drug addicts (Abdullah & Iran, 1997). Besides, less support from family members and the community by large towards former addicts highly promote the relapsed addiction tendency after treatment (Brown et al., 1995; Miller et al., 1999; Miller, 1992; Moos & King, 1997). Research by Mohd Taib, Rusli and Mohd Khairi (2000) on family communication patterns amongst addicts' family and non addicts' family, showed weak communication patterns and less effective interactions amongst former addicts' family is one of the high probable factors toward drug addiction. Indeed, family support is much needed to ensure the rehabilitation process success and issues like "don't care attitude" and ostracizing former addicts would only failed the rehabilitation process and in the long run caused the former addicts to relapse (Daley & Marlatt, 1992).

Amongst other factors that have been associated with relapsed addiction are peer pressures especially from the old friends who still use drugs. Mahmood, et al. (1999) found 50% of old friends influenced former addicts to pick up the drug taking habit after they were discharged from rehabilitation centres. The research also showed that 76% of the old friends assist rehabilitated individuals to get the needed supply of drugs. These situations further induced the relapsed addiction amongst former addicts who has been getting rehabilitation treatments. However, the above research is different from findings by Chuah (1990). He found peers support could help former addicts from not getting back to the old habit. He concluded that high emotional and spiritual support will indirectly increase the addicts' self confidence and decrease the risk towards relapsed addiction. Gregoire and Snively (2001) reported that addicts who have discharged from rehabilitation centres and living in drug-free social environments could be linked with higher abstinence rates and low in relapse of drug use.

Mc Coy and Lai (1997), on the other hand, associates inability to get jobs amongst former addicts who were discharged from rehabilitation centres coupled with lack of financial supports, caused the addicts to go back to addictions. Yunos (1995) asserted that employers always took advantage on the former addicts by paying low salaries without taking into consideration their qualifications and experience, causing dissatisfactions amongst the former addicts that eventually caused them to quit their jobs.

Yahya & Mahmood, (2002), found that the treatment and rehabilitation programs being conducted in any country would faced various challenges. The effectiveness of drug rehabilitation programs also one of the factors, associated with relapsed addictions amongst addicts. This is because some researchers found drug rehabilitation programs conducted on addicts are less effective to jolt them to awake (Mokhtar, 1997, Wellish & Prondergast, 1995). Many research found that the traditional treatment and rehabilitation models failed to help in reducing relapse addiction to drug use (Habil, 2001;

Mahmud Mazlan, Schottenfeld & Chawarski, 2006; Mohamad & Mustafa, 2001; Mahmood, Md Shuaib Che Din and Ismail Ishak, 1998; McLellan, 2002; Nestler, 2002; O'Brien, 2006 ; Reid, 2007).

Though, sufficient rehabilitation programs are in place, prevention of relapse to drug will pass its best if physiology and psychology strength of addicts faint in due time. In addition, lack of multiple long term treatment modalities, social intervention and additional pharmacological treatment could abet relapse. Hence, relapse to drug use after extended periods of abstinence remains as most intricate clinical problem and research issue in the treatment of drug addiction (Miller et al., 1999; O'Brien, 2006; Sinha & Li, 2007). Individuals involved in recovery and the treatment of recovering individuals recognize that sustaining a clean and sober life is perhaps significantly more difficult than eliminating the use of the drug. There is a high degree of consensus in the field that relapse is a common element in the recovery process. Nevertheless, examination of factors which contributes to relapse is indispensable to develop successful interventions in curbing future relapse to drug-taking behavior (Donovan, 1996; O'Brien, 2006, Sinha & Li, 2007). The present study intended to identify the extent that self-efficacy; support from peers, family, employers, community; and programme effectiveness at drug rehabilitation centres influences the relapsed addiction amongst drug addicts. The findings of this research is advantageous to the government, namely the Home Ministry, NADA, social workers, drug counselors, psychologist and other human services in particular, Malaysia and other regions in general.

3. Method

The primary data was obtained through a survey using self-administered questionnaire. Items from established instruments were adopted and modified appropriately to suit the objectives of the study. The instrument consists of five parts. The first part of the questionnaire collected the demographic information of the respondents. Second part consist 42 items developed by Marlatt and Gordon, (1985) to measure the tendencies of relapsed addiction among the addicts. The items specifically measures three dimensions; negative emotion, interpersonal conflict and social pressure. Part 3, 4 and 5 obtained information pertaining to self-efficacy, sosial-environment factors (support form peer, family, employer, and community) and rehabilitation programme effectiveness respectively. Self-efficacy was measured using 15 items developed by Sherer and Maddux (1982) while 5 items from Abdullah and Iran (1991) was employed to measure attitude towards drug abuse. 30 items developed by Procidano and Heller (1983) used to measure peer and family support. 12 items created by the researchers to measure employer and community support. The program effectiveness at drug rehabilitation centres was measured using 26 items developed by Bahaman, et al. (2003). The respondents were asked to respond on a scale ranging from strongly disagree (1) to strongly agree (4). From the analysis, it was identified that the Cronbach alpha of all constructs exceeds Nunnally's (1978) recommended threshold value of 0.7. Thus, the instrument used in this study showed a good level in terms of reliability. The respondents were chosen by systematic sampling procedure. 400 questionnaires were personally distributed to the relapsed addicts who are undergoing treatments and rehabilitations in eight Narcotics Rehabilitation Centres in Peninsular Malaysia. Counselors from the respective centres help to disseminate and collect the survey. High response rate (100%) for this study is due to high degree of cooperation by the respondents and the centres' counselors. In addition, the drop and pick method utilized in this survey was very effective. The data were analyzed using SPSS Version 15.

4. Findings and Discussion

4.1 Respondents' background

Majority of the respondents (86%) involved in this research were aged 30 years and above. 80% of them were Malays and Muslims and in terms of marital status, 65% were single. From the data on educational level, 91% of the respondents were holding *Sijil Pelajaran Malaysia* (Malaysian Certificate of Education, equivalent to O'levels). About 47% of them used to work as temporary workers.

4.2 Factors promoted relapsed addiction amongst drug addicts in Malaysia.

Respondents perceptions on all factors contributing to relapsed addiction were categorized as low, moderate and high based on the possible score range. Table 1 shows the summary of the findings. About 97 percent of the respondents indicated moderate to high level of agreement on attitude towards drug abuse. 68 percent of the respondents agreed to moderate level of self-efficacy. In short, the findings showed that respondents received moderate to high level of support from peers (99 percent) and family (96 percent) in their endeavor towards free from drug use. On the other hand respondents reported that they received low to moderate level of support from employers (98 percent) and community (94 percent) on the whole. About 99 percent of the respondents indicated moderate to high level of satisfactory with the rehabilitation programme at the respective centres.

Table 2 displays the Pearson's correlation coefficients between the research variables which indicate the strength of relationship between the seven factors with respect to perceived tendency of relapsed addiction to drug use. Out of seven factors identified to promoting relapsed addiction, only four factors showed significant correlation at the 0.05 level. The factor with the highest correlation to tendency of relapsed addiction to drug use is self-efficacy ($r = -.790, p < .05$). Community support ($r = -.315, p < .05$), was found to be moderately correlated with relapsed addiction to drug use. Factors

with low degree of correlation with relapsed addiction to drug use were family support ($r = -.207, p < .05$) and employer support ($r = -.193, p < .05$). The negative associations between the variables indicate that high (low) self-efficacy; community support, family support, and employer support lead to a reduced (increase) number of relapsed addiction to drug use.

Self-efficacy is the factor identified as the main contributor towards relapsed addiction tendency amongst the addicts in Malaysia. The findings of this research found most former addicts showed low self-efficacy that eventually drove them back to addiction and became relapsed addicts. In this research, among the character identified that led to the low self confidence amongst relapsed addicts, according to the 400 questionnaires distributed were as follows: 58% agreed that they did not have strong personal strength and would stop doing something before they can solve it; 54% said they would not start something if they would face difficulties; 53% admitted that they easily quit if they could not finish something; 55% agreed with the statement that they always shirk from trying something new; 75% said that they would easily surrender and 58% admitted that they does not have the will to solve problems in their lives. The findings of this research also showed that about 7% of the former addicts who has the confidence to do something as planned.

Based on the situation mentioned earlier, it is no surprised why former addicts in Malaysia are easily to be trapped once more in the relapsed addiction situation and this factor is identified as the major contributor towards relapsed addictions tendency amongst the addicts. In reality this research found most former addicts has no strong self confidence to overcome problems, easily giving up and did not solve any problem in positive and prudent way. Because of these, they were easily influenced by factors which would drive them towards relapsed addiction especially after they were released from drug treatment and rehabilitation. The findings is seen as parallel with findings from research by Chuah (1990) which found addicts with low self-efficacy issue, are more likely to become addicts for second time after they were released from drug treatment and rehabilitation.

Community support is the second factor that contributes towards relapsed addiction tendency amongst addicts. The responds showed most respondents agreed with the following reasons that drove them back to relapsed addiction: 64% felt that they were not received well by the community; 77% felt that the community always look sideways on them and 66% felt that they were always being the suspects whenever there is robbery or theft incidence in their area. On the other hand, this research found that only 22% received strong support from the community like neighbors and village heads who helped them to be away completely from drugs. Indeed, as member of a community, each individual plays certain roles to help the fight against drugs, regardless their status in the community. Without cooperation from the community, the government's desire to rehabilitate former addicts and to turn them into useful citizen would not be achieved because of the society's prejudicial attitude that does not want to accept wholly, the repented addicts.

According to the random research conducted by Mahmood (1996) on 60 family units in the northern Peninsular, showed 95% respondents from the community gave the impression that they thought the addicts are a group of people who has no use to the nation. Only 18% amongst them thought that drug addiction is a sickness that needs to be treated and 6% thought that all addicts should be removed to another place far away from the community and would not be allowed to come back because of their mistakes and should not be forgiven.

These short findings showed that the community in Malaysia still find difficult to accept drug addicts for the mistakes they have done. At the present time community support, in totality, is crucial to help shedding the negative opinion on former drug addicts. The community should change their thinking, be more liberal and accept the former addicts back as a new member who comes back into their fold. The community should also play active role in fighting against drug trafficking and misuse within their community, by cooperating with the authorities. Apart from that the community should be ready to guide the former addicts so they would not trapped again in the drug addiction, through various intervention programs, arranged by drug prevention agencies and non-govenmental organizations.

Family support is the third main factor identified contributing to the relapsed addiction tendency. The findings showed that lack of open interaction between former addicts with the family members increases relapsed addiction tendency amongst the addicts. 57% of the respondents admitted that they would feel uneasy and find difficult to express their problems with family members. This situation, if left prolonged, would be able to stress the former addicts and lead to many difficult situations for one and others. According to Mohd Taib and Mohd Khairi, (2000), among the causes that create the uneasiness amongst addicts to confront the family with their problem is caused by lack of communication and ineffective interaction amongst members of the family. This weak family communication pattern would cause the drug misuse amongst the children.

In this research 59% respondents agreed to say that their family members who are facing with problems would come up to them to get advises. While 60% respondents agreed to say that their family members would come up to them to get emotional and spiritual support. This situation gave impression that not only the former addicts need support from their family to be free from drugs, but their family members also relaying on them whenever they faced with problems. This dependency more or less pressured the former addicts because they have to shoulder the family's problems and in the end, caused them to lose control and to seek easy way out by turning to addictions. Because of that, family should be

responsible in playing their important role in helping former addicts to lead a life that is free of drugs. This is because, according to the past researches, problematic families showed positive relationship with drug usage (Brook, Whiteman & Gordon, 2002)

The findings of this study revealed that 98% of the respondents perceived that they received low to moderate level of support from their employees. This situation shows that majority of employers are still skeptical with the attitude of former drug addicts which directly influence them to narrow down or close the employment opportunities to ex-addicts. More specifically, 79% of the respondents supposed that their former employers not in favor to employ them after released from rehabilitation centres. On the other hand 74% of the respondents alleged that their employers will terminate their employment if they were found to be ex-drug addicts. This finding is parallel to the evidence reported in the literature (Mahmood, 2006; Mc Coy & Lai, 1997; Yunos, 1996).

5. Implications for Practice

To raise the self confidence level, the addicts, former addicts, drug counselors, social workers, family members and the members of community should work hand in hand and play their roles effectively and efficiently in uplifting the spirits and to revive self confidence in the former addicts so they can build new meaningful life. The former addicts have to be trained on how to have strong determination as well as strong internal resilience to stay away from drugs. The high spirits and self confidence would determine their faith and help them to face difficulties after they re-enter the community. Brownell, Marlatt, Lichtenstein and Wilson, (1980) and Miller (1985) confirmed that former addicts had showed strong commitment and motivation to stay away and to preserves the free from drug status quo.

Drug counselors in Malaysia are advised to strengthen and to stress on principle aspect of self-help to the former addicts in the rehabilitation modules, so that they can build high defensive spirits and wants the improvements in their lives while getting the treatments and rehabilitations. The identity building is one method or strategy towards individual and community building for long term and continuously. With identity, it would help them to be independent in order to take care and to manage their lives, better.

As for the family, employers and community, they should be ready to work hand in hand to take over the role played by drug counselors after the addicts are released. According to Patricia & Robert (2005), an addicts who received treatment in rehabilitation centre, usually has determination and self confidence that they could be able to stay away from drug addiction once more. They have strong spirits to rehabilitate while they are freed. However, after they finished with the treatment process and released, their situation were the other way around. This is because they found out that the environment out of the rehabilitation centres does not support them as they hoped. Because of that, all members of community should be more sincere in helping and guiding former addicts by giving them undivided support and encouragement to former addicts so they can be more self-assured to continue with their lives. With the cooperation of all party, is should help the former addicts to build their lives that should be more self assured and highly confidence to continue to lead their lives, healthy and free from drugs.

6. Conclusion

This study concludes that the main cause of relapsed addictions amongst drug addicts in Malaysia grounded by the addicts who are lack of strong self-efficacy to avoid temptations, hurdles and challenges in life. They are extremely sensitive individuals, easily emotional and easily stressed by social pressures from the environment. The impact of the weak personality and self-efficacy caused them their good judgments in managing their life, which should be safer and free from drugs. Although they thought that the drug rehabilitation programs they have gone through in two years is effective to help rehabilitate them from the drug effects and received strong support from friends and family to be able to free from drug, these factors would not be able to stop them from continuously chained by drug problems after they were released. This is because they continued to be tagged as 'no good' individuals or the 'community's trash' by the community after they were released from rehabilitation centres, causing them to feel uneasy to mingle with the community, to be more ostracized, low self esteem, and felt them being left out. The situation would becoming worst and pressured when efforts to get jobs amongst the former addicts met the dead end. This is because most employers are prejudicial and has no confidence in their ability to contribute in the productivity of the nation. With low self-efficacy and the feeling of being ostracized by the community and employers raised conflict and psychological imbalance in the addicts. These confusions are the factors that drove former addicts to the old habits by taking up drugs, after their new life faced the difficulties and challenges.

7. Limitations and Future Research

The present study has several limitations which could be good avenues for future research. This research focused on selected rehabilitation centres located in Peninsula Malaysia. To understand inclusive contributing factors for drug relapse, representation from treatment and rehabilitation centres from Sabah and Sarawak are well encouraged. Moreover the issue pertaining to generalizability of the findings beyond Malaysia could be reasonably brought into compromise.

Present study is a cross sectional study which may limit the depth of findings and discussion. Longitudinal studies are vital to address the issues of cause and effect more precisely pertaining to relapsed cases. Future researchers are encouraged to replicate this study and explore more dynamic factors which contribute to relapsed addiction to drugs using qualitative research approach.

The present study focused solely on relapsed drug addicts and ignored the new addicts who were attending the treatment and rehabilitation programs. Future research should compare and contrast factors contributing for drug relapse base on the responses of relapsed and new drug addicts enrolled in rehabilitation centres nationwide. Such comparisons will help in generating strategic plans to narrow down the drug dilemmas.

This study does not look in the possibility of individual characteristics to serve as moderating or intervening variables to relapsed addiction to drug use. It would be worthwhile to incorporate individual characteristics to see at what extent these characteristics jointly influence attitude towards relapse to drug use.

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Table 1. Perception on factors promoting to relapsed addiction (n = 400)

Variables	Level of Perception			Mean	SD
	Low n (%)	Moderate n (%)	High n (%)		
self-efficacy	71 (17.8)	274 (68.4)	55 (13.8)	1.96	0.56
Attitude towards drug abuse	11 (2.8)	145 (36.2)	244 (61.0)	2.58	0.55
Peer support					
Family support	6(1.5)	307 (76.7)	87 (21.8)	2.20	0.44
Employer support	15 (3.8)	300 (75.0)	85 (21.2)	2.17	0.47
Community support	170 (42.5)	222 (55.4)	8 (2.0)	1.59	0.53
Rehabilitation programme	166 (41.5)	211 (52.7)	23 (5.8)	1.64	0.59
effectiveness	6 (1.5)	218 (54.5)	176 (44.0)	2.43	.52

Note: Low (≤ 2.00); Moderate (2.01-3.00); High (3.01-4.00)

Table 2. Pearson's correlation between factors promotes addiction and tendency of relapse to drug use

Variables	r	p
self-efficacy	-.790	.000*
Attitude towards drug abuse	-.010	.841
Peer support	-.052	.302
Family support	-.207	.000*
Employer support	-.193	.000*
Community support	-.315	.000*
Rehabilitation programme effectiveness	-.049	.325

Note: *Correlation is significant at the 0.01 level (2 –tailed)



The Application of Functional Tenor in Ideology Inculcation ---Analysis of English News Report Register

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Abstract

In this paper, functional tenor is modified into a set of discursive strategies which conceptualize the institution relation established between addressors/writers and addressees/readers through the choices of a systemic-functional kind, where participants in the process in any instance are engaged in a series of negotiations, during which the addressor/writer inclines to orient the addressee/reader toward certain field and, at the same time, certain ideological idea, etc. To put it simply, through constructing certain kind of relationship between addressors/writers and addressees/readers, the addressors/writers can facilitate the ideology to the addressees/readers. The main function of news report is the ideology instilment. Functional tenor plays a central role in the ideology inculcation. This paper testifies how the functional tenor facilitate ideology inculcation by the news report register.

Keywords: Functional tenor, Ideology inculcation, English news report register

1. Introduction

Susan Melrose and Robin Melrose said: “We suggest that the term ‘functional tenor’ (Gregory 1967) might be a more useful one when we are concerned with grammar in use (i.e. with function), precisely because the term TENOR permits us to conceptualize the institution RELATION established between emitter and receiver through the medium of choices of a systemic-functional kind ...”. In this paper, functional tenor is modified into a set of discursive strategies which conceptualize the institution relation established between addressors/writers and addressees/readers through the choices of a systemic-functional kind, where participants in the process in any instance are engaged in a series of negotiations, during which the addressor/writer inclines to orient the addressee/reader toward certain field and, at the same time, certain ideological idea, etc. So we can testify how the functional tenor facilitates ideology inculcation by the news report register.

2. The relationship of ideology and functional tenor

2.1 Definition of ideology and its realization genre

Ideology is a system of coding orientation, which makes meaning selectively available depending on the subject’s class, gender, ethnicity and generation. All texts manifest, construe, renovate and symbolically realize ideology. Because coding orientations are diversely realized, ideology will never be a question of this or that, but one of more or less. So some texts are more evidently ideological, and some are less. Diverse realization implies in a sense that all texts are multivoiced. There is, in other words, a certain tension in the system, which manifests itself in the semiotic process. For the most part, this dissonance is scarcely heard, for functional tenor plays an important part.

2.2 Definition of functional tenor and its ideology inculcation

Functional Tenor was first specified by Gregory in 1967. He classified Tenor into Functional Tenor and Personal Tenor. Functional Tenor refers to the communication purpose. Martin took functional tenor as genre and personal Tenor. In 1982, Martin defined genre (Functional Tenor) as the phasal and purposeful social process in the international systemic functional linguistic conference. Later, Susan Melrose and Robin Melrose (1988) in their article Drama, ‘style’, stage further developed the use of Functional Tenor by saying “we suggest that the term ‘Functional Tenor’ (Gregory, 1967) might be a more useful one when we are concerned with grammar in use (i.e. with Function), precisely because the term TENOR permits us to conceptualize the institution RELATION established between emitter and receiver through the

medium of choices of a System-Functional kind, where participants in the process in any instance are engaged in a series of negotiations, and where the traditionally termed addressee is acted upon (by the dramatic text) AND acts upon, in order thereafter to ACT in the context of theater performance.” They pointed out clearly that Functional Tenor here, is conceived as a set of discursive strategies mediating, for the reader, between grammar and character/Field-Tenor-Mode, and permitting a ‘negotiation’ between receiver and emitter—strategies seeking to orient the reader toward, for example, activity-sequences, relationships, attitudes, and the type and extent of shared knowledge that is expected of the reader.

Functional tenor is a set of discursive strategies which conceptualize the institution relation established between addressors/writers and addressees/readers through the choices of a systemic-functional kind, where participants in the process in any instance are engaged in a series of negotiations, during which the addressors/writers inclines to orient the addressees/readers toward certain field and, at same time, certain ideological stances, etc. How this can be done is studied along the three dimensions of tenor: status, contact and affect especially the equal status, involved contact and positive affect. This dissertation is intended to explore how the construction of functional tenor can facilitate the ideology instilment.

2.2.1 Three dimensions of Tenor

Tenor refers to the negotiation of social relationships among participants. Within register, it is the projection of interpersonal meaning. As with interpersonal meaning in general, Tenor is concerned with the semiotics of relationships. It mediates these relationships along three dimensions, which will be referred to here as status, contact and affect. Status refers here to the relative position of interlocutors in a culture’s social hierarchy, while contact refers to their degree of institutional involvement with each other. Affect has been included to cover what Halliday refers to as the “degree of emotional charge” in the relationship between participants.

The principles of realization associated with status, contact and affect are identified by Poynton. For status, the key principle is reciprocity of choice: equal status among interlocutors is realized by them taking up the same kind of choices whereas unequal status is realized by them taking up different ones. Contact is concerned with the degree of involvement among interlocutors. This is determined by the nature of the Fields speakers/listeners are participating in --- how much contact they involve, how regularly, whether in work or in leisure activities and so on. Poynton’s Field oriented contact distinctions have been modified slightly here; the notion of contact refers to the distance between the speaker and listener. If the distance is short, whether achieved socially or emotionally, the contact between the speaker and listener is more involved than if it is distant. As far as affect is concerned, I think the positive affect is much more likely to be realized in involved than uninvolved contact situations; and also more possible with equal status than with unequal status.

2.2.2 Functional Tenor facilitates the expression of ideology through the microstructure of the clause.

Then next how the lexical choice and grammatical structure related to the Field facilitate the Tenor and the expression of ideology is examined along these three dimensions. It is examined by journalese register especially the Newspaper report. The Microstructure of the clause is the object of study. A clause is the basic unit in which meanings of three different kinds are combined, so three distinct structures, each expressing one kind of semantic organization, are mapped onto one another to produce a single wording. Then the three distinct structures, apart from expressing distinct meanings of three kinds, may have function on one or another meaning expression, such as interpersonal, during the mapping of one another to produce a clause.

The declarative mood is used to facilitate the ideology persuasion. The Subject-selection of the mood is directly related to each speaker’s orientation to both that topic and the other speaker. The news report usually uses the strategy of constructing an authorial voice which seems authoritative and honest in its claims to ‘representing’ rather than ‘constructing’ reality. In this way, the objectivity and naturalness of the news report register is achieved and the Functional Tenor is established, so the ideology is facilitated. The particular strategy to achieve this is the third person accounts, especially the choosing of the proper names and personal pronouns related to other roles as Subjects.

The Finite contributes to the ideology persuasion by functional-Tenor construction. Here the strategies are mainly the high percentage of past tense and the domination of Subject implicit, objective explicit and low median value modalities.

Both the following two pieces of news report about Iraqi War are in third person accounts, the Subject selections of each are presented as the following: News report 1:

Iraq vows to use all means.

BAGHDAD:(1) Iraqi Warned it would use all means, including suicide attacks, to stop the coalition’s advance on Baghdad, as US and British war planes pounded the capital and the southern city of Basra yesterday.

(2) “Martyr operations will continue and they will be carried out not only by Iraqis, but also by thousands of Arab volunteers who have come to Baghdad,” Iraqi army spokesman General Hazem Al-Rawi told a press conference

yesterday.

(3) "It is our duty to chase the invaders at any price," Al-Rawi said, claiming more than 4,000 volunteers had flocked to the country from across the Arab world to sacrifice themselves against the US-led military offensive.

(4) US General Richard Myers, Chairman of the Joint Chief of Staff, told BBC television earlier the coalition forces could adapt to cope with future suicide bombings, like the one that killed four US troops on Saturday, as the war entered its 11th day.

(5) On Saturday, a suicide attacker—reported an Iraqi army officer—detonated a commandeered taxi after driving up to a US checkpoint near the Shi'ite Muslim holy city of Najaf, some 150 kilometers south of Baghdad. (Quoted in China Daily, March 31, 2003)

News report 2:

(1) Bombing kills 8 in residential block

Subj: Me mi (2) Eight people were killed (3) and 44 wounded in a recent bombardment of a

Subj: Me E: p Subj: Me E: p

resident block south of Baghdad, (4) the director general of Iraqi civil defence said yesterday

Subj: Me mi.

(5) The raids targeted a quarter housing employees of roads and bridges department at Yussufiyah,

Subj: Me mi

(6) General Hatem Ali al-khalaf told reporters taken to the site.

Subj: Me mi (7) He said (8) the raid took place early Wednesday morning.

Subj: Me mi Subj: Me mi

(9) US President George W Bush and British Prime Minister Tony Blair had a joint press conference

Subj: A E: a

(10) US-led forces closed in on Baghdad yesterday,

Subj: Me mi (11) Iraq's state television yesterday showed president Saddam Hussein chairing a meeting
Subj: Me mi

(12) The meeting was attended by Saddam's son Qussay who holds the elite

Subj: Me E: p

(13) it said. (14)The coalition opened a new front in northern Iraq when upto 1000 elite troops

Subj: Me mi Subj: A E: a

(15) In addition, some 12,000 troops from the US Army's fourth infantry Division left their Texas

Subj: A E: a

Base yesterday for the Gulf where ships carrying their tanks and armoured vehicles were diverted last week. (Quoted in China Daily, March 28, 2003)

News report 3:

US. Solder killed four wounded near Tikrit

BAGHDAD- (1) A U.S. soldier was killed and (2) four companions wounded yesterday

Subj: Me E: p Subj: Me E: p

in an attack near Saddam Hussein's home town of Tikrit,.(3)a military statement said.

Subj: Me mi

(4) It was at least the seventh U.S. soldier killed in attacks in Iraq during the past two weeks

Subj: Me mi (5) as unrest plagues the country.

Subj: A E: a(6) As tension increased about the role of religious leaders in postwar Iraq,

Subj: Me mi

(7) U.S. forces yesterday raided a Baghdad office of the SCIRI, an armed Muslim shi'ite group with ties to Iraq.

Subj: A E: a

(8) In Tikrit gunmen opened fire on American troops using small arms and a rocket-propelled grenade.

Subj: Me E: a

(9) The injured troops were evacuated by helicopter and ambulance to medical facilities

Subj: Me E: p (10) the statement said. (11) The names of the soldiers and their unit

Subj: Me E: p

Subj: Me

were withheld to allow notification of relatives.

E: p (12) It was the latest in a series of fatal attacks on U.S. forces in Sanni Muslim areas in central Iraq

Subj: me mi (13) which the military blames on Ba'sthist remnants of Saddam's ousted government.

Subj: A E: a

(Quoted in Washington Times, June 8, 2003)

Notes: Subj=Subject mi=middle A=agent E: a=effective active E:p=effective passive Me=Medium

In the first piece of news report, ten (4,5,6,8,9,10,11,12,14,16) of the sixteen Subjects are related to an authorial voice. Nine of the ten Subjects except Subject eleven are involved in the use of the proper names and personal pronouns related to other roles. And in the second piece of news report, seven (3,4,7,9,10,12,13) of the thirteen Subjects are embodied in the authorial voice. All of them are related to the use of proper names and personal pronouns related to other roles. We can see indeed the news report tends to use the third person account, especially the proper names and the personal pronouns to gain an authorial voice. Of all the sixteen pieces of news report in China Daily and Washington Times examined, the distribution of the Subject rates are mostly the same as that in the above two reports. Of the ten Subjects related to an authorial voice in the first news report, six (4,5,6,10,11,12) are concerned with the Iraqi authority, while of the seven Subjects related to an authorial voice in the second news report, five (3,7,9,10,13) are about the Americans. The first are for the Iraq side by using Iraq as an authority, while the second are in line with the Americans by using America as an authority.

In the first piece of news report, fifteen of the sixteen clauses are in past tense, and in the second piece, eleven of the thirteen clauses are in past tense. All the clauses left in the two pieces of news report are in present tense. Then of the sixteen other pieces of news report in China Daily and Washington Times, the prevalence of past tense, the presence of few present tenses and the sporadic appearance of the future tense are also characteristics of the news reports. Hence the main use of past tense in narration is a technique to give what is reported a sense of naturalness. Future tense is rarely used for its character of prediction. It embodies the journalist's personal idea explicitly. In this way, the primary tense contributes to Functional Tenor construction and ideology expression. All the texts examined are in declarative mood. This gives minimal directions to the reader. The Functional Tenor is constructed to facilitate the ideology persuasion.

In the above two pieces of news report, modalities do not appear. This shows that the news reports seldom make judgment explicitly. If it makes some judgment, the Subjective implicit, objective explicit and low or median value modalities are used. Let's look at two other pieces of news report from the sixteen examined news report:

News report 4:

(1) US Fires first shots in Iraqi War BAGHDAD: (2) US president George W. Bush unleashed a war to topple Saddam Hussein yesterday with dawn air strikes on Baghdad, (3) but the Iraqi leader responded defiantly, denouncing the "criminal Bush" (4) and fired missile at Kuwait. (5) Announcing the start of a campaign to oust Saddam and disarm Iraq, Bush said (6) "selected targets" were hit. (7) But US officials said (8) an all-out air and ground offensive might be days away. (9) "These are the opening stages of what will be a broad and concerted campaign." (10) Bush said in a televised address about two hours after the expiry of a US ultimatum to Iraq. (11) He said (12) the US military would seek a swift victory, (13) while trying to avoid civilian casualties. (14) But he warned (15) the conflict could be "longer and more difficult than some predict." (16) Three hours after the raids began, Saddam appeared on State television in military uniform, a black beret and thick-rimmed glasses, urging Iraqis to defend their country. (17) "The criminal little Bush has committed a crime against humanity." He said, reading from notes. (18) Several hours after the US raids on Baghdad, a Kuwaiti defence ministry spokesman said (19) an Iraqi scud and two smaller missiles struck northern Kuwait. (20) No casualties were reported. (Quoted in China Daily, March 21, 2003)

News report 5: (1) Iraqi militias hold up advance on Baghdad WASHINGTON: (2) U.S. and British forces will deal with pro-Saddam militaries attacking them in southern Iraq before taking on Baghdad. (3) The News York Times reported yesterday. (4) The strategy change that is likely to delay the allied battle for Baghdad, apparently begin on Tuesday (5) when U.S. armored forces clashed with Iraqi foot soldiers east of An Najaf, about 200 kilometers south of Baghdad. (6) The new approach will protect the long supply lines on which the U.S. military relies on to support its advance on Baghdad. (7) One military official was quoted as saying by the Times in Camp Doha, Kuwait. (8) US military sources said (9) they intend to cut off routes to southern Iraqi cities and towns to take the fight to the Iraqis. (10) However, the sources said (11) street-to-street fighting will be avoided, with U.S. forces focusing their attacks on command centers,

weapon caches used by Iraqi irregular forces such as the Fedayeen Saddam. (Quoted on Washington Times, March 27th, 2003)

In News report 4, three of the twenty clauses use modalities. They are clause 8, 11 and 15. The used modal verbs are “might, would and could”. The three represents Subjective implicit and low value modality. And in News report 5, three of the eleven clauses use modality. They are clause 2, 6 and 11. The used modal verbs are “will, will and will”. The three are in Subjective implicit median value modality. In this way, the two pieces of news report express their attitude toward the Iraqi War. The former by predicting the war must be enlarged, long and difficult embodies a disapproval of the war, while the latter, by judging what the US and British forces must do to fight against Iraq, shows its endorsement of the war. By taking the director general of Iraqi civil defence as an authoritative voice, the journalists are in line with the Iraq people. Then by giving reasons for the killing of the Iraqis, the journalist expresses his ideology. That is, the American are the actors of the killing. The killing is caused by the US-led forces closing in on Baghdad in the Iraqi War. So he expresses his disapproval of the war especially of what the Americans did.

3. Conclusion

In conclusion, functional tenor is a set of discursive strategies which conceptualize the institutional relations established between addressors/writers and addressees/readers through the choices of a systemic-functional kind, where participants in the process in any instance are engaged in a series of negotiations, during which the addressors/writers tends to orient the addressees/readers toward certain field and, at the same time certain ideology, etc. It plays a central role in the ideology instillment. It is concerned with subject selection and the finite contribution. The proper names and the personal pronoun especially those related to other roles (he, she it, they) are chosen as subjects, which give the accounts a sense of authority and honesty. The finite also contributes to functional tenor construction and ideology instillment by the different rate of primary tense and the domination of subjective implicit, objective explicit and low and median value modalities. In this way, not only the language rules and static structures of the news report can be taught and learned, but also the news report texts of certain motives can be constructed by mapping knowledge in particular contexts. It can help teachers and students to read and write news reports.

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Decision-Making Styles of Young Malay, Chinese and Indian Consumers in Malaysia

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Abstract

Although consumer decision-making style represents a relatively consistent pattern of cognitive and affective responses, culture has been proven to impact significantly on individual values and attitudes, thus, culture is expected to have a significant influence on consumer decision-making styles. This paper investigates the decision-making styles of young Malay, Chinese and Indian consumers in Malaysia using Consumer Style Inventory (CSI) developed by Sproles and Kendall (1986). An examination of the psychometric properties of CSI shows some similarities and differences in consumer decision-making styles among the three ethnic groups, suggesting that ethnicity affects shopping behavior. Identification of new traits exclusive to each ethnic group suggests that CSI cannot be applied without considering the cultural factors.

Keywords: Decision-making styles, Consumer Style Inventory (CSI), Malaysia

1. Introduction

This study presents the findings from an exploratory study of consumer decision-making styles in Malaysia using the Consumer Styles Inventory (CSI) developed by Sproles and Kendall (1986). A consumer's decision-making style has been defined as "a patterned, mental, cognitive orientation towards shopping and purchasing, which constantly dominates the consumer's choices. [...] these traits are ever-present, predictable, central driving forces in decision-making" (Sproles, 1985, p. 79). Sproles (1985) proposed that consumers adopt a "shopping personality" that is relatively enduring and predictable in much the same way as psychologists view personality in its broadest sense.

Based on his review of previous literature, Sproles (1985) identified 50 items related to consumers' cognitive and affective orientation towards shopping and buying. Employing a factor analysis technique, Sproles found that six out of nine traits were confirmed to be present. Sproles and Kendall (1986) refined this inventory and accordingly developed a more parsimonious scale consisting of 40 items. The Consumer Style Inventory (CSI) that they developed consists of eight mental characteristics of decision-making styles, as depicted in Table 1.

Since its introduction, there has been a series of investigation aimed at testing the generalizability of the CSI across different countries: the USA (Lysonski, Durvasula & Zotos, 1996; Wickliffe, 2004), South Korea (Hafstrom, Chae & Chung, 1992; Wickliffe, 2004), China (Fan & Xiao, 1998; Hiu, Siu, Wang & Chang, 2001), New Zealand (Durvasula, Lysonski & Andrews, 1993; Lysonski et al., 1996), Greece (Lysonski et al., 1996), India (Lysonski et al. 1996; Canabal, 2001), Germany (Walsh, Mitchell & Thurau, 2001), UK (Mitchell & Bates, 1998), South Africa (Radder, Li & Pietersen, 2006), Turkey (Gonen & Ozmete, 2006), Brazil (Dos Santos & Fernandes, 2006), Iran (Hanzaee & Aghasibeig, 2008) and Malaysia (Mokhlis, 2009; Wan Omar et al. 2009). These studies confirmed varying portions of the original CSI, indicating that the US eight factors are not consistent in other cultures.

Whereas many studies investigated decision-making styles across different countries, to date, no research has been conducted to determine consumer decision-making styles across different ethnic groups within a national boundary. Radder *et al.*'s (2006) study is the only exception that examines decision-making styles of Chinese, Motswana and Caucasian students in South Africa. In Malaysia, two published studies on decision-making styles are identified, namely Mokhlis (2009) and Wan Omar *et al.* (2009), both of which sampled the student market. While these two studies provided important insights into consumer behavior within the specific context of Malaysia, the studies did not look at ethnic variation in consumer decision-making styles. It is believed that ethnic groups in Malaysia may also have certain distinctive characteristics in terms of decision-making styles that could be of equal interest to both researchers and marketers.

The purpose of this study is to examine consumer decision-making styles of the three main ethnic groups in Malaysia namely Malay, Chinese and Indian. The aim is to demonstrate that consumer decision-making styles differs according to consumers' ethnicity and that consumer behavior can be predicted from an understanding of the cultural personality of consumers.

2. Methods

2.1 The Instrument

The questionnaire consisted of Sproles and Kendall's (1986) 40-item Likert scaled Consumer Style Inventory (CSI). The instrument researchers used was Consumer Style Inventory (CSI) developed by Sproles and Kendall (1986). Each item was answered by a 5-point Likert scale; ranging from 1 (strongly disagree) to 5 (strongly agree). The reliabilities of the CSI scale, according to Sproles and Kendall (1986), ranged from 0.48 to 0.76. The items were randomly ordered in a self-administered CSI instrument to counterbalance possible order effects. In addition, some demographic questions were included in the questionnaire.

2.2 The Subjects

The study was carried out in Malaysia. Among examples of plural societies, Malaysia shows an unusually balanced ethnic structure of two dominant groups, the Malays who make up 53.4 per cent and the Chinese who make up 26 per cent. As well there are 7.7 per cent Malaysians of Indian ethnic origin (Department of Statistics Malaysia, 2005). Due to the cultural differences that exist in the origins of different communities, there is a noticeable absence of homogeneity in the behavior of consumers in Malaysia where the nature of its domestic market is highly characterized by the "ethnically segmented consumer markets" (Mohd. Salleh, Teo & Pecotich, 1998, p. 481). Such unique characteristic provides a particularly appropriate context for this study from which a sample representing diverse ethnic consumer groups can be drawn from its population.

A convenience sample of 600 undergraduate students was selected from a public university with an enrollment of over 6,000 students in the state of Terengganu, Malaysia. Respondents were given a copy of the questionnaire to complete outside class hours, together with assurances regarding the anonymity and confidentiality of their data. They were informed that their participation was voluntary and could be withdrawn at any stage. Completed questionnaires were returned to the authors the following week. Of 560 students responded to the survey, 73 questionnaires were rejected. The final sample consisted of 487 undergraduate students. The ethnic breakdown is as follows: Malay, $n = 260$ (53.4 per cent); Chinese, $n = 115$ (23.6 per cent) and Indian, $n = 112$ (23 per cent).

Although student samples are not representative of all cross-sections of the population, they are considered appropriate for cross-cultural theory testing. Using a relatively more homogeneous group such as undergraduate students is particularly helpful to minimize random error that might occur by using a heterogeneous sample such as the general public (Calder, Philips & Tybout, 1981). This is because the likelihood of error within the measurement model being inflated by situational factors inherent in diverse samples (e.g. education, age, income and social class) is reduced when respondents are homogeneous across demographic and behavioral characteristics, thus resulting in less "extraneous variation" (Peterson, 2001). Sherman *et al.* (1999) also support the use of students as subjects within consumer research and confirm its acceptance by stating that 86 per cent of the articles published in the *Personality and Social Psychology Bulletin* used students as their human subjects.

3. Analysis and Results

This study utilized exploratory factor analysis (EFA) with principal component method to extract a small number of latent variables (factors) from a large number of observed variables (40-items on the CSI). The varimax procedure of orthogonal rotation, generally regarded as the "best" and most commonly used (Hair *et al.* 1998) was applied on the principal component solutions. This procedure was favored for this study since it minimizes correlation across factors and maximizes within the factors. Varimax procedure gives a clearer separation of the factors and has proven very successful as an analytic approach to obtaining an orthogonal rotation of factors (Hair *et al.* 1998).

To assess the internal consistency of each factor group obtained, a reliability analysis was conducted by calculating the

Cronbach's alpha for each factor. The assumption behind this approach was that the items of a measure work together as a set and should be capable of independently measuring the same construct. The items should be consistent in what they indicate about the concept being measured. For consistency, it was decided that reliability should not lower than 0.5, the minimum acceptable level suggested by Kerlinger and Lee (2000).

3.1 Validation of the Sproles and Kendall's Eight Factor CSI Model

The 40-item CSI inventory was factor analyzed using data from the three samples. For the purpose of comparing the factor solution with Sproles and Kendall's (1986) findings, a constrained eight-factor solution was extracted. The 40 items were attributed to the respective factors according to the eight factors. Table 2 presents the results of factor analysis for the three samples compared with the results of the original Sproles and Kendall model. The solution explained a total variance of 47.3 per cent in the Malay sample, 55.1 per cent in the Chinese sample and 51.1 per cent in the Indian sample. These figures were higher than that of Sproles and Kendall (1986) whose eight-factor solution explained only 46 per cent.

In general, the eight-factor structure of the CSI was not completely replicated in all three Malaysian samples. Of the 40-item inventory, 57.5 per cent of the items in the Malay sample, 55 per cent in the Chinese sample and 45 per cent in the Indian sample loaded on the Sproles and Kendall (1986) specified factors.

Table 2 also shows the reliability coefficients across the three samples for various factors, as measured by Cronbach's alpha. Coefficient alphas for the eight-factor model across the three samples were generally low, with only three out of eight factors in each case having good internal consistency reliabilities. The *Recreational*, *Price Conscious* and *Brand Loyal* factors had poor alpha coefficients (below 0.5) across the three samples, which suggest that items did not measure these factors effectively and that scale items need re-designing to improve measurement of the trait.

3.2 Generation of a Modified CSI Model

In a bid to identify a more appropriate model for the Malaysian situation, the data were factor analyzed without constraining the factor solution. Factor models consisting of six, seven, eight and nine factors each were scrutinized to find the optimum solution. Only items that contextually fitted the factor and which had a factor loading of 0.4 and higher were included in the subsequent analysis.

Tables 3, 4 and 5 reports the results of EFA using principal component analysis with varimax rotation for the Malay, Chinese and Indian samples respectively. All factors had eigenvalues greater than one, which is a rule often used in judging the adequacy of the factor solution. Based on the factor analysis (factor loadings), the findings only incorporate the use of 25 of the original items for the Malay sample, 29 items for the Chinese sample and only 18 items for the Indian sample. Variations in the reliability (Cronbach alphas) for constructs also exist for each of the factors across the three samples.

For the Malay, an eight-factor solution was extracted with eigenvalues ranging from 1.15 to 4.09, which accounted for 59.1 per cent of the variance. Seven of the eight original CSI traits plus one new Malay factor were found (see Table 3). Except for factor 8 (*Confused by Overchoice*), the reliability coefficients were all above 0.5.

Factor 2, entitled *Value Conscious*, was identified as a new factor among this sample group. Four items loaded positively onto this factor, two of which from the *Impulsive*, *Careless*, and another two from *Price Conscious* constructs. This trait describes people who concern with how much they spend and would shop carefully to find the best value for money. The reliability for this factor was 0.5.

In the case of Chinese sample, an eight-factor solution was identified which accounted for 62.7 per cent of the variance and had a range of eigenvalues of 1.11 to 5.24. Seven of the eight original CSI traits plus one new factor exclusive to Chinese were found (shown in Table 4). Except for factors 7 (*Price Conscious*) and 8 (*Careless*), the reliability coefficients were all above 0.5.

Factor 6, entitled *Shopping Avoidance*, was identified as a new factor exclusive to this sample group. The factor is a combination of one item from the *High-Quality Conscious* and *Recreational*, *Hedonistic* constructs developed by Sproles and Kendall (1986). The sign of loadings for these two items was negative, suggesting the existence of consumers who dislike shopping and thus shop around very little because they make shopping trips fast. This factor approximates to an opposite of the *Recreational*, *Hedonistic* consumer trait. The alpha coefficient for this factor was 0.66.

A six-factor model best fitted the Indian sample. The factors had a range of eigenvalues of 1.16 to 3.04 and together accounted for 61.8 per cent of the variance. Only five of the eight original CSI traits plus one new factor were found (see Table 5). Except for factor 6 (*Careless*), the reliability coefficients were all above 0.5.

Factor 5, entitled *Satisfying*, was identified as a new factor exclusive to Indian sample group. Three items loaded positively onto this factor; two of which from the *High Quality Conscious* and one from the *Recreational*, *Hedonistic* constructs. This factor is best described by one item: "A product doesn't have to be perfect or best to satisfy me". Those

scoring high on this factor could be expected to be willing to sacrifice quality in order to avoid spending much time shopping. The alpha coefficient for this factor was 0.53.

When looking at inter-ethnic similarities, five decision-making traits appear to be common across the three samples namely *Fashion Conscious*, *Quality Conscious*, *Careless*, *Recreational* and *Confused by Overchoice*. The reliability coefficients for these factors across the three sample groups were all above 0.5 with the exception of *Careless* for both the Chinese and Indian samples, and *Confused by Overchoice* for the Malay sample.

4. Conclusion

This study was a first attempt at verifying the generalizability of Sproles and Kendall's CSI across three ethnic groups within a Malaysian retail environment. The results revealed some interesting patterns in the decision-making traits of young Malay, Chinese and Indian consumers. Eight meaningful factors resulted for the Malay and Chinese samples, and six for the Indian sample. Five common decision-making traits (*Fashion Conscious*, *Quality Conscious*, *Careless*, *Recreational* and *Confused by Overchoice*) were confirmed across all three sample groups, albeit with different item loadings. In addition, three new decision-making traits were identified; one for each sample group, namely *Value Conscious*, *Shopping Avoidance* and *Satisfying*.

A fairly good results were obtained for the Malay and Chinese sample groups despite some items did not have acceptable scores to fit with both the eight-factor and modified models. The inventory however did not seem to be applicable to the Indian dataset, with only 18 out of 40 items loaded onto six factors. It appears that the CSI in its original configuration could not be applied to different cultures without modifications. The identified traits were therefore generalizable to some extent across populations, but did vary between cultural groups which support the general view that consumer decision-making processes are culturally dependent. To International market researchers and marketers, this finding poses a warning that instruments validated in one country on limited samples are not immediately applicable to other countries. The dimensions and items included in the inventory need to be tested before being used in another country setting or a modified model of decision-making traits may be necessary to more adequately account for the consumer behavior and retail environment of another culture (Walsh *et al.* 2001).

On a final note, this research was clearly based on the student consumer cohort aged 19-25 and thus the results did not represent the Malaysian population in general. Other segments, such as non-students, who may have different decision-making orientations, should be investigated. Also, additional studies comparing decision-making styles of other ethnic consumers as well as from different regions of Malaysia might produce interesting findings.

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Table 1. Consumer style characteristics

Trait	Description	Alpha
Perfectionistic, high-quality conscious	A characteristic measuring the degree to which a consumer searches carefully and systematically for the best quality in products	0.74
Brand conscious, "price equals quality"	measuring a consumer's orientation to buying the more expensive, well-known brands	0.75
Novelty-fashion conscious	A characteristic identifying consumers who appear to like new and innovative products and gain excitement from seeking out new things	0.74
Recreational, hedonistic	A characteristic measuring the degree to which a consumer finds shopping a pleasant activity and shops just for the fun of it	0.76
Price conscious, "value-for-money"	A characteristic identifying those with particularly high consciousness of sale prices and lower prices in general	0.48
Impulsive, careless	Identifying those who tend to buy on the spur of the moment and appear unconcerned how much they spend or getting "best buys"	0.48
Confused by overchoice	A characteristic identifying those consumers who perceive too many brands and stores from which to choose, experiencing information overload in the market	0.55
Habitual, brand-loyal	A characteristic indicating consumers who have favorite brands and stores, who have formed habits in choosing these repetitively	0.53

Table 2. Consumer style characteristics: Eight factor model

	Factor loadings			
	USA	Malay	Chinese	Indian
<i>Factor 1 – Perfectionistic, High-Quality Conscious</i>	($\alpha = 0.74$)	($\alpha = 0.43$)	($\alpha = 0.29$)	($\alpha = 0.59$)
Getting very good quality is very important to me	0.68	0.68	0.71	0.61
When it comes to purchasing products, I try to get the very best or the perfect choice	0.66	0.57	0.50	0.70
In general, I usually try to buy the best overall quality	0.62	0.55	0.56	0.65
I make special effort to choose the very best quality products	0.61	0.60	0.59	0.63
I really don't give my clothing purchases much thought or care	-0.54	-0.16	-0.11	-0.09
My standards and expectations for products I buy are very high	0.54	0.41	0.20	0.27
I shop quickly, buying the first product or brand I find that seems good enough	-0.41	0.28	0.14	-0.07
A product does not have to be perfect, or the best, to satisfy me	-0.41	0.18	-0.32	0.05
No. of item loadings 0.4 and above	8	5	4	4
<i>Factor 2 – Brand Conscious, "Price Equals Quality"</i>	($\alpha = 0.75$)	($\alpha = 0.67$)	($\alpha = 0.77$)	($\alpha = 0.45$)
The well-known national brands are best for me	0.63	0.70	0.61	0.32
The more expensive brands are usually my choice	0.61	0.65	0.61	-0.07
The higher the price of a product, the better its quality	0.59	0.62	0.62	0.56
Nice department and specialty stores offer me the best products	0.57	-0.09	0.43	0.25
I prefer buying the best-selling brands	0.54	0.72	0.62	0.46
The most advertised brands are usually very good choices	0.48	0.48	0.62	0.13
No. of item loadings 0.4 and above	6	5	6	2
<i>Factor 3 – Novelty-Fashion Conscious</i>	($\alpha = 0.74$)	($\alpha = 0.65$)	($\alpha = 0.68$)	($\alpha = 0.61$)
I usually have one or more outfits of the very newest style	0.75	0.77	0.50	0.41
I keep my wardrobe up-to-date with the changing fashions	0.70	0.54	0.69	0.56
Fashionable, attractive styling is very important to me	0.64	0.42	0.72	0.51
To get variety, I shop different stores and choose different brands	0.50	0.58	0.10	-0.03
It's fun to buy something new and exciting	0.46	-0.03	0.16	0.71
No. of item loadings 0.4 and above	5	4	3	4
<i>Factor 4 – Recreational, Hedonistic</i>	($\alpha = 0.76$)	($\alpha = 0.35$)	($\alpha = 0.34$)	($\alpha = 0.43$)
Shopping is not a pleasant activity to me	-0.70	-0.38	0.68	0.22
Going shopping is one of the enjoyable activities of my life	0.70	0.31	0.69	0.14
Shopping the stores wastes my time	-0.69	-0.54	0.75	-0.46
I enjoy shopping just for the fun of it	0.66	0.44	-0.34	0.07
I make my shopping trips fast	-0.64	-0.18	0.65	-0.01
No. of item loadings 0.4 and above	5	2	4	1
<i>Factor 5 – Price Conscious, "Value for Money"</i>	($\alpha = 0.48$)	($\alpha = 0.25$)	($\alpha = 0.29$)	($\alpha = 0.15$)
I buy as much as possible at sale prices	0.66	0.17	-0.28	-0.06
The lower price products are usually my choice	0.56	-0.01	0.06	-0.49
I look carefully to find the best value-for-money	0.54	-0.12	0.02	-0.20
No. of item loadings 0.4 and above	3	0	0	1
<i>Factor 6 – Impulsive, Careless</i>	($\alpha = 0.48$)	($\alpha = 0.50$)	($\alpha = 0.32$)	($\alpha = 0.28$)
I should plan my shopping more carefully than I do	0.55	0.56	0.01	-0.41

I am impulsive when purchasing	0.53	-0.06	-0.05	0.06
I often make careless purchases I later wish I had not	0.52	-0.12	0.58	0.25
I take time to shop carefully for the buys	-0.51	0.73	-0.14	0.08
I carefully watch how much I spend	-0.43	0.38	0.28	-0.03
No. of item loadings 0.4 and above	5	2	1	1
<i>Factor 7 – Confused by Overchoice</i>	($\alpha = 0.55$)	($\alpha = 0.44$)	($\alpha = 0.71$)	($\alpha = 0.56$)
There are so many brands to choose from that I often feel confused	0.68	0.52	0.68	0.58
Sometimes it is hard to choose which stores to shop at	0.61	0.66	0.57	0.61
The more I learn about product, the harder it seems to choose the best	0.53	0.35	0.80	0.67
All the information I get on different products confuses me	0.44	0.52	0.67	0.28
No. of item loadings 0.4 and above	4	3	4	3
<i>Factor 8 – Habitual, Brand Loyal</i>	($\alpha = 0.53$)	($\alpha = 0.41$)	($\alpha = 0.35$)	($\alpha = 0.27$)
I have favorite brands I buy over and over	0.70	0.42	0.17	0.37
Once I find a brand I like, I stick with it	0.60	0.27	-0.07	0.67
I got to the same stores each time I shop	0.58	0.67	0.14	0.55
I change brands I buy regularly	-0.48	0.05	-0.23	-0.04
No. of item loadings 0.4 and above	4	2	0	2

Table 3. Factor analysis of the CSI: Malay sample

Items	Factor Loadings	% of variance	Cronbach alpha
<i>Factor 1 – Brand Conscious</i>			
I prefer buying the best-selling brands	.746	10.76	0.74
The well-known national brands are best for me	.733		
The higher the price of a product the better its quality	.722		
The more expensive brands are usually my choice	.696		
The most advertised brands are usually very good choices	.450		
<i>Factor 2 – Value Conscious</i>			
I should plan my shopping more carefully than I do	.731	8.16	0.50
I take time to shop carefully for best buys	.713		
I look carefully to find the best value for the money	.684		
I carefully watch how much I spend	.566		
<i>Factor 3 – Fashion Conscious</i>			
I usually have one or more outfits of the very newest style	.752	7.8	0.70
I keep my wardrobe up to date with the changing fashions	.745		
Fashionable, attractive styling is very important to me	.716		
<i>Factor 4 – Quality Conscious</i>			
Getting very good quality is very important to me	.683	7.26	0.54
I make special effort to choose the very best quality products	.635		
In general, I usually try to buy the best overall quality	.597		
<i>Factor 5 – Careless</i>			
I often make careless purchases I later wish I had not	.761	6.64	0.52
I am impulsive when purchasing	.670		
There are so many brands to choose from that I often feel confused	.568		
<i>Factor 6 – Brand Loyal</i>			
I go to the same stores each time I shop	.728	6.6	0.54
I have favorite brands I buy over and over	.679		
Once I find a product or brand I like, I stick with it	.608		
<i>Factor 7 – Recreational</i>			
Shopping the stores wastes my time	-.833	6.4	0.60
Shopping is not a pleasant activity to me	-.696		
<i>Factor 8 – Confused by Overchoice</i>			
The more I learn about product, the harder it seems to choose the best	.719	5.45	0.35
All the information I get on different products confuses me	.713		

Table 4. Factor analysis of the CSI: Chinese sample

Items	Factor Loadings	% of variance	Cronbach alpha
<i>Factor 1 – Brand Conscious</i>			
The well-known national brands are best for me	.691	9.91	0.77
I prefer buying the best selling brands	.669		
The higher the price the better its quality	.667		
The most advertised brands are usually very good choices	.652		
The more expensive brands are usually my choices	.584		
Nice department and specialty stores offer me the best products	.547		
<i>Factor 2 – Recreational</i>			
Shopping is not a pleasant activity to me	-.833	9.57	0.61
Shopping the stores wastes my time	-.741		
Going shopping is one of the enjoyable activities of my life	.707		
Its fun to buy something new and exciting	.585		
I enjoy shopping just for the fun of it	.510		
<i>Factor 3 – Confused by Overchoice</i>			
The more I learn about products, the harder it seems to choose the best	.795	9.19	0.76
There are so many brands to choose from that often I feel confused	.681		
Sometimes its hard to choose which stores to shop	.672		
All the information I get on different products confuses me	.671		
<i>Factor 4 – Fashion Conscious</i>			
I keep my wardrobes up to date with the changing fashions	.824	8.76	0.74
Fashionable attractive styling is very important to me	.707		
I usually have one or more outfits of the very newest style	.703		
<i>Factor 5 – Quality Conscious</i>			
Getting very good quality is very important to me	.713	7.46	0.58
I make special effort to choose the very best quality products	.611		
In general I usually try to buy the best overall quality	.587		
I take time to shop carefully for best buys	.528		
I carefully watch how much I spend	.504		
<i>Factor 6 – Shopping Avoidance</i>			
I shop quickly, buying the first products or brand I find that seems good enough	.852	5.84	0.66
I make shopping trips fast	.744		
<i>Factor 7 – Price Conscious</i>			
The lower the price products are usually my choice	.776	5.65	0.38
I look carefully to find the best value for the money	.522		
<i>Factor 8 – Careless</i>			
Often I make careless purchases I later wish I had not	.697	5.28	0.29
I should plan my shopping more carefully than I do	.622		

Table 5. Factor analysis of the CSI: Indian sample

Items	Factor Loadings	% of variance	Cronbach alpha
<i>Factor 1 – Quality Conscious</i>			
When it comes to purchasing products, I try to get the very best or the perfect choice	.753	13.05	0.70
In general, I usually try to buy the best overall quality	.626		
Getting very good quality is very important to me	.689		
I make special effort to choose the very best quality products	.659		
<i>Factor 2 – Fashion Conscious</i>			
I keep my wardrobe up-to-date with the changing fashions	.819	11.36	0.68
I usually have one or more outfits of the very newest style	.746		
Fashionable, attractive styling is very important to me	.704		
<i>Factor 3 – Recreational</i>			
Shopping is not a pleasant activity to me	-.810	10.28	0.60
Shopping the stores wastes my time	-.745		
I enjoy shopping just for the fun of it	.658		
<i>Factor 4 – Confused by Overchoice</i>			
The more I learn about product, the harder it seems to choose the best	.731	9.72	0.54
Sometimes it is hard to choose which stores to shop at	.707		
There are so many brands to choose from that I often feel confused	.562		
<i>Factor 5 – Satisfying</i>			
A product does not have to be perfect, or the best, to satisfy me	.743	9.46	0.53
I really don't give my clothing purchases much thought or care	.676		
I make my shopping trips fast	.638		
<i>Factor 6 – Careless</i>			
I often make careless purchases I later wish I had not	.743	7.89	0.41
I take time to shop carefully for the buys	-.718		



Comparison of Investment and Financing Systems in Foreign Agriculture and Their Enlightenments for China

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Abstract

Agricultural investment and financing systems in USA, France and Japan have their own features and advantages. Through comparison of agricultural investment and financing systems in foreign advanced countries, this article is going to put forward some enlightenments for reform of agricultural investment and financing system in China.

Keywords: Investment and financing system, Rural economy, Rural financing

"Investment and financing system" refers to institutional arrangement for such activities as financing, investment, operation and supervision of funds, and is a system structure organically combined by various relevance factors. As a financial system, agricultural investment and financing system adjusts rural economy resources allocation, and links together capital supply and demand, playing a significant role in economic growth, so it is a decisive factor in development of modern economy. Significance of investment and financing system to economic growth is mainly reflected as follows: on one hand, it realizes effective mobilization of funds, and offers support of sustainable capital for economic growth; on the other hand, it realizes optimal distribution of funds and stimulates growth of total factor productivity.

Rural financial industry in China is obviously in an unfavorable position, in which the financial service level is far below urban financial industry. As the core of modern rural economy, lagging development of rural finance has become the major bottleneck of current agricultural development and rural economic development.

Considering experiences of developed countries in their agricultural investment and financing, we can utilize some of their experiences as a source of reference. They are of critical importance to resolution of difficulties in agricultural financing and to rapid development of rural economy.

1. Comparison of investment and financing systems in foreign agriculture

1.1 USA

1.1.1 Perfection of patterns of financial system

1.1.1.1 Rural credit agency of the government

Rural Credit Agency of American Government is mainly constituted by Farmer Home Administration, Commodity Credit Corporation, Rural Electrification Administration and Small Business Administration, etc.

Capital of Farmer Home Administration is mainly for farmers inaccessible to suitable and adequate loan in agencies such as Commercial Bank, and is used for their irrigational improvement and farm management, etc. In order to diminish credit risk, Farmer Home Administration conducts close supervision and management on utilization of a loan, and also offers technical assistance. This administration is directly under United States Department of Agriculture, with capital resources from capital in cash provided by the government, earmarks of the government and operating fund of a loan.

This administration mainly provides price support to farm products or offers subsidy to agricultural production. It supports agricultural economic development by means of government intervention from sales and production.

Commodity Credit Corporation is a subordinate state corporation organization under United States Department of Agriculture Agricultural Stabilization and Conservation Service, with all capital resources appropriated by the State Treasury.

Rural Electrification Administration mainly issues a loan to non-profit electrical cooperative organizations and farms, etc.

Small Business Administration offers credit assistance to those small enterprises inaccessible to adequate funds from other loan channels. It is a lending institution appropriated by American government.

1.1.1.2 Rural cooperative credit system

Rural cooperative credit system in USA is a multi-dimensional and compound cooperative financial system. It provides credit funds, service and policy support for agricultural production and relevant activities, and carries out agricultural policies of the government by financial credit. According to relevant legal regulation of USA, altogether 12 agricultural credit districts are set up in the entire country, and each district respectively sets up an agricultural credit committee. In each agricultural credit district, a Federal Land Bank, a Federal Intermediate Credit Bank and a Cooperative Bank are established, and all these banks are under administration of the independent agency of the Federal Government --- Agricultural Credit Administration.

Federal Land Bank mainly provides farmers with long-term credit based on real property for their purchase of land, agricultural equipment and livestock, or for their repaying of other debts and mortgaged & remedied houses and other buildings. It mainly includes funds bought into by borrowers and earnings accumulated, and funds raised through "unified bonds of Federal Farm Credit Banks Association" and "unified bills of Federal Farm Credit Banks Association".

Capital of Federal Intermediate Credit Bank is mainly used to offer short and medium term moveable agricultural mortgage credit. Its loan targets are agricultural producer members, and it offers a loan to farmers through Production Credit Unions. In each agricultural credit district is set up a Federal Intermediate Credit Bank. Altogether more than 400 local agencies are established --- Production Credit Unions. Furthermore, over 1600 production credit cooperatives and other affiliated agencies are set up in each union, altogether constituting the agricultural production credit system of the whole country.

Cooperative Bank mainly provides loans and consulting service to Agricultural Co-operatives. It mainly offers short term or seasonal business loan for inadequate loan in circulating capital, construction of infrastructure, and for loan of supporting export of farm products. Only genuine agricultural cooperatives are qualified to apply for a loan from Cooperative Bank. The loan granted may be used to offer loans to members within the agricultural cooperatives. In addition to the Centralized Cooperatives by the nation, there is one Cooperative Bank respectively set up in 12 agricultural credit districts all over the country.

1.1.1.3 Other private financial agencies

Other private financial agencies are mainly constituted by Life Insurance Company, Commercial Bank and dealers. Life Insurance Company is the biggest non-depository financial intermediary in USA, which offers long-term loan for rural development. Commercial Bank mainly deals with agricultural loan transaction. Rural credit loans offered by dealers mainly belong to commercial credit, namely, sell on credit and prepayment.

1.1.2 High-efficiency agricultural investment and financing decision-making, management and operation mechanism

America carries out all-in-one of investment and financing decision-making and management to guarantee correct implementation of investment and financing policy. As a constitutor of agricultural investment policy, the Ministry of Agriculture entrusts its affiliated Bureau for Economic Research and Agricultural Stabilization and Conservation Service to make a comprehensive analysis based on development conditions of agriculture. During analysis, the two bureaus have different focuses. Bureau for Economic Research places extra emphasis on economic influences of investment and financing plan upon various aspects, whereas Agricultural Stabilization and Conservation Service focuses on feasibility of the plan per se. Agricultural investment and financing proposal should be discussed repeatedly within departments related with agriculture in order to come to its implementation.

Meanwhile, Ministry of Agriculture is the executor of agricultural investment and financing policy. Agricultural Stabilization and Conservation Service is mainly responsible for price policy of farm products and implementation of a plan, and responsible for dealing with loan and income support of Commodity Credit Corporation. Federal Farmers Authority is mainly responsible for management of credit plans used for providing financial service for farmers, rural communities and rural residents. According to relevant legal regulations, Farm Products Loan Investment Company of the Ministry of Agriculture offers loans and all sorts of subsidies to farmers participating in a governmental plan,

undertaking almost specific implementation and running of each investment and financing policy. Considering the important status of Agricultural Investment Company, Chairman also holds the position of the Secretary of Agriculture, whereas Chairman and Board members are directly appointed by the President. According to specific agricultural investment policies proposed, USDA formulates a definite investment goal, and carries out and operates these policies in a specific way. Then, a high-efficiency investment and financing policy decision-making, management and operation mechanism comes into being.

1.1.3 Diversification of information channels

To raise funds required by agriculture by all kinds of means is a consistent position of American government. Growth of American agricultural credit benefits from a perfect agricultural credit mechanism. Agricultural credit system in USA is classified into national credit system and credit system of commercial bank. As a huge system, American rural financial system has had numerous varieties of financial channels in the process of its long term development, with different characteristics. Then, definite division of labor is achieved, mutually complementary, which is formed in continual competition.

1.1.4 A complete legal system as guarantee

USA is one of the countries with self-contained agricultural legislations, and it has a relatively complete set of agricultural legal system, which makes definite stipulations for all aspects including agricultural investment and financing, including "Agricultural Adjustment Act" in 1933, "Food and Agricultural Act" in 1965, "Agricultural Amendment Act" in 1977, "Food, Agriculture, Resource Protection and Trade Act" in 1990. Besides, the act of 1990 also stipulates, loan rate of wheat and forage plants should be maintained above 85% of average market price in the first five years. All these legal legislations have enabled rural financial operation to have regulations to abide by and have avoided randomness of financing behaviors.

1.2 France

1.2.1 Mechanism of financial intervention in agriculture and inductive mechanism

French government has taken a series of measures to accelerate development of agriculture, and has strengthened financial intervention in agriculture in agricultural investment and financing system to vigorously support agricultural production. Agricultural investment mainly refers to investment of basic production assets, including such fixed assets that can be accrued as buildings, perennial crops, and large-scale machines.

However, investment of French government in agriculture, especially national financial investment and all sorts of credit support, has definite investment targets and supportive scope, so as to guide farmers' investment direction and to achieve agricultural modernization as fast as possible. 1) To encourage construction of agricultural infrastructure and construction of advanced agricultural equipment, such as rural water conservancy construction of small reservoir and irrigation facilities for agricultural cooperative agencies. (2) To encourage scale management of land. As for large-sized rancheros, they are accessible to medium-term and long-term credit with low interest; as for small-sized rancheros, their borrowing rate is relatively high, which is aimed at speeding up concentration of land and facilitating utilization of agricultural machines. (3) Large scale investment in agricultural scientific and research education and training system. (4) Implementation of farm products protection system to guarantee income of farmers. (5) Development of environment-friendly agriculture to guarantee agricultural production and living environment of farmers.

Through definite investment direction and based on requirements of development of modernized agriculture, the government guides investment of funds from various sources and rational allocation of investment, increases economic profits of governmental investment and guarantees steady development of agriculture.

1.2.2 Effective credit support for agricultural mechanism

Policy-oriented financial institution in France is constituted by government organizations and quasi-government organizations. Credit Agricole SA is an agricultural policy-oriented financial agency. National Agricultural Credit Treasury is the highest official leading institution, receives double leadership of Ministry of Agriculture and Ministry of Economic Affairs and Finance, participates in formulating agricultural credit policies in the country and provides recommendations and policies for agricultural development policies and plans of the government. Local and regional treasuries are cooperative, and their business activities are controlled and coordinated by the National Agricultural Credit Treasury. Agricultural credit support has played an important facilitating role in agricultural modernization in France.

1.3 Japan

1.3.1 Support of potent investment and financing plan of agricultural finance

After the World War, in order to accelerate recovering production, Japan established a government-led financial investment and financing system. The country offered its financial funds or funds raised through financial means to the

government. Finance Ministry is responsible for the unified planning, Ministry of International Trade and Industry & Ministry of Agriculture, Forestry and Fisheries are responsible for implementing the plan, and for supporting implementation of the national industrial policies. In terms of construction of social infrastructure, adjustment of industrial structure and international cooperation, and under support of potent “investment and financing plan”, industrial structure of Japan is gradually optimized and upgraded.

1.3.2 Regulation and guide of definite industrial policies

Investment and financing system of Japan and its industrial policies supplement each other. In order to ensure output efficiency of capital invested, Japan government has formulated definite industrial policies, and regulates direction of investment in agriculture in a macroeconomic way by economic and legal means. Japan classifies its sector of the national economy into three categories: strategic industry, general industry and low-end industry. Since agriculture is closely interrelated with development of the whole national economy, the government has been always viewed agricultural basic industry as a primary task of financial investment in industrial policies. Specifically, Japan attaches great importance to use of economic means to regulate agriculture, such as interest and price, etc. In recent years, investment of subsidies by the government in agriculture has been on the increase, which plays an increasingly significant role in agricultural development. Furthermore, as one of means of policy-oriented financial investment, the significance of long-term loan with low interest has become more and more obvious, whereas significance of funds owned by farmers obviously declines.

1.3.3 Application of legal means to guarantee investment in agriculture

In addition to economic means, Japan also highlights legal means to guarantee investment in agriculture. Japanese government has issued several financial policies and regulations related with agriculture. Altogether ten laws are issued to strengthen support and protection of the country on agriculture and to standardize and regulate investment policies of the country in agriculture, such as, <<Norinchukin Bank Act>>, << Act on Japanese Agriculture, Forestry and Fisheries Finance Corporation >>, << Fund Method of Agricultural Insurance>> and << Act on Subsidies for Agricultural Improvement >>. For instance, <<Act on Japanese Agriculture, Forestry and Fisheries Finance Corporation>> is issued to ensure that, in cases when practitioners in agriculture, forestry and fishery have difficulties in raising funds from Norinchukin Bank and other general financial agencies, agricultural policy-based financial agencies in Japan -- Japanese Agriculture, Forestry and Fisheries Finance Corporation can provide them with long-term funds with low interest to guarantee and increase production capacity in agriculture, forestry and fishery.

2. Enlightenments of foreign investment and financing systems to China

2.1 *The government should strengthen its support for agriculture*

From the above analysis, it is seen that government of all the countries attach great importance to support of agricultural development by financial investment. Dating back to history of agricultural development in these countries, their agricultural development lagged behind in the earlier period, and development of their agricultural production capacity mostly depended upon investment from the government. After realization of agricultural modernization, although the proportion of agriculture declined in the entire national economy, financial scale of agriculture has been on the increase. Green Box measures taken by the government of these countries are more popular than in developing countries, such as agricultural scientific research, storing subsidy offered, food aid subsidy, natural disaster compensation subsidy, etc, and support on agriculture by the government is more vigorous. The other supportive measure of the government is to establish perfect and effective credit support mechanism. Credit funds are important sources of agricultural capital, and plays a crucial role in agricultural development.

2.2 *A sound rural financial organization system is a necessary capital guarantee for development of rural economy.*

Rapid development of rural economy in the above countries is closely interrelated with their sound rural financial systems. Generally, these countries own a complete rural financial organization system, which guarantees funds allocation for rural economic development and promotes rapid development of rural economy. Rural financial reform in China should allow for establishment of more than one particular mode, but should center on one mode, with other modes functioning together, that is, a diversified and compound rural financial organization system

2.3 *To establish agricultural investment and regulation mechanism with integration of market regulation and macro-management*

In a highly developed market economy, macro-economic control of the government of the above countries over their agricultural investment and financing has got continually strengthened instead of getting weakened. Macro-economic control of agricultural economic activities include aspects of financing, finance, taxation and law, etc, and have immensely enhanced quality and efficiency of agricultural macro-management and control. China should further intensity reforms of economic management system in agriculture, set up a high-efficiency and powerful market regulation and macro-management institution, and create favorable external environment for efficient operation and

increase of competitive strength.

2.4 To bring agriculture into the standard legalization

Sound development of rural financial systems in USA, Japan and France benefits from effective operation of their sound laws and regulations and from establishment of a strict investment and financing supervision mechanism. They definitely specify and guarantee agricultural investment and financing policies by legal means, so that farmers gain subsidies pursuant to the law. They make productions according to standards, which enables the entire agricultural development to form a virtuous circle. We should modify and perfect a variety of regulations as soon as possible, such as <<Agriculture Act>>, formulate and issue laws and regulations that will facilitate innovation of rural financial system and financial products, establish standardized system of agriculture and ensure healthy and sound development of agriculture in China.

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Giving Something Back: Alumni Donations to Universities of Education in Taiwan

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Abstract

Faced with declining student numbers and decreasing government grants, universities around Taiwan are increasingly compelled to search for alternative sources of revenue to meet their financial needs. Donations made by alumni constitute a major component of these supplemental sources of revenue. The purpose of this research was to determine the factors that influence alumni donations to universities, and to measure the relative importance of each of these factors. A survey of 292 alumni from four different universities of education was carried out. The results reveal that the average amount donated by alumni to various organizations over a period of five years was US\$380, of which only US\$16.5 went to the donor's alma mater. Thus it is clear that universities need to implement more effective fundraising campaigns to obtain better results. Moreover, different types of fundraising programs have dramatically different effects on different donor groups. Therefore, the use of several different fundraising programs, instead of one unified program, can enhance fundraising results.

Keywords: Educational finance, Educational marketing, Higher education, Fundraising, Alumni giving

1. Introduction

Over the past two decades, institutions of higher education in Taiwan have rapidly expanded from 22 to 147, but without a commensurate increase in government funding. At the same time there has been a sharp fall in tuition revenues due to decreasing enrollment, leading to a general decline in the amount of financial resources available to universities. As a result, institutes of higher education in both the private and public sectors are desperately searching for alternative sources of revenue to meet their financial needs, and a major component of these new revenue sources consists of alumni donations.

Alumni donations are the most important source of supplemental funds for institutions of higher education in the US (Chow, 1993; Pully, 2001), and have risen to constitute 26.6% of all donations to universities in 2005 (Gottfried & Johnson, 2006). In Taiwan, however, alumni donations are comparatively meager. This is especially true for universities of education (formerly called "normal colleges/universities"). Although these institutions have received a new designation over the past decade, their main purpose remains the training of primary and secondary school teachers.

In Taiwan, it is generally believed that university of education alumni do not give to their alma maters as generously as their counterparts from other types of universities. This assumption is based on the fact that almost all graduates of universities of education become teachers or school administrators, positions which provide a stable but rather modest

salary (at least for junior teachers), resulting in a relatively small amount of disposable income for making donations. Although this scenario would seem logical enough, no research has been done to empirically investigate this assumption. Moreover, in the past decade many researchers have investigated donor activities in Taiwan, but none have focused on the motivations, attitudes, and behaviors of university of education graduates. Given the critical shortage of funds and the lack of fundraising knowledge and skills available to universities of education in Taiwan, it is important to conduct empirical research on this topic and provide guidance which can help these schools improve the results of their fundraising efforts.

Hence, this research aimed to: 1) examine the accuracy of the widespread belief that university of education graduates don't donate very much money; 2) if this is indeed true, investigate the reasons for the lack of donations; 3) determine the fundraising techniques which appeal most to these alumni; and 4) based on the results, provide suggestions which universities of education can use to enhance the results of their fundraising efforts.

The rest of this article is structured into four sections. The first section, based mainly on research done in the US, stresses the importance of alumni donations to the financial wellbeing of universities of education, and reviews the literature that has attempted to identify the main determinants of alumni giving. The second section discusses research methodology, including the validity and reliability of the datasets and statistical methods used in this research. The third section presents the results of the questionnaire. In the fourth section, the implications of the findings are discussed, and suggestions are provided for improving fundraising results and for conducting further research.

2. Literature Review

Alumni donations are an important source of revenue for colleges and universities in the US, but such donations are extremely scant in Taiwan. Although this can be partially attributed to cultural differences, it would seem that a lack of fundraising knowledge and skills, especially in soliciting alumni donations, is an important contributing factor. This research aims to examine the issues relating to alumni giving, with a special focus on universities of education. Past research has found that alumni donations to universities depend both on donor characteristics (e.g., their motivation and geodemographic characteristics) and the university's fundraising efforts, both of which will be discussed in detail below.

Nichols (2004) argued that in the twentieth century, organizations seeking donations could assume that they had only one audience; i.e., all their donors bore similar characteristics. Today, however, potential donor segments are differentiated by generation, ethnicity, gender, and so on, and each donor segment reacts differently to different fundraising strategies. Thus, in order to increase the results of their fundraising efforts, schools need to first distinguish between different groups of prospective donors, and then determine how these donor segments respond to different fundraising strategies. In his comprehensive study on the subject, Okunade (1994) concluded that alumni giving is strongly associated with geodemographic factors such as whether the donor has children; the children's ages; and the donor's household income level, age and occupation. Wolpert (1997) claimed that geodemographic characteristics, educational experience, and other social characteristics all have a significant bearing on alumni giving. However, since it is easiest to identify and locate alumni according to their geodemographic characteristics, universities and other nonprofit organizations tend to rely on them when carrying out market segmentation and targeting. More recently, Zappala and Lyons (2006) pointed out that an organization's location—urban, suburban, or rural—as well as its proximity to the prospective donor's residence and workplace also significantly influence the results of a university's fundraising efforts.

Why certain people choose to donate money to certain institutions has been a major topic of fundraising research. Kotler and Andreasen (1996) classified the motivations for donating to educational institutions as: appreciation towards the school; a desire to cultivate talent; philanthropy; tax incentives; impatience with repeated solicitations; and recognition of a university's achievements. Similarly, Chow (1993) claimed that the main reasons for alumni giving can be classified into: gratitude towards one's alma mater; the school's reputation; recognition of the school's achievements; a desire to cultivate talent; tax deductions; and nostalgia. He stressed that showing gratitude to one's alma mater is extremely important in Taiwan due to the strong Chinese tradition of reciprocation, which encourages people to pay back more than what they have received from others. After analyzing many different motivations, Mixer (1993) concluded that sometimes altruism and the pure joy of giving are also catalysts for giving.

McGuire (2003) stressed that donors are particularly interested in knowing how their contributions will be spent. Therefore it is important to lay out the goal in front of the potential donors, explain to them how the goal will be reached, and help them envision the coming fruits of the fundraising campaign. Wedgeworth (2000) also declared that a successful fundraising campaign must set specific goals. He further stressed that the goals should be compelling enough to generate excitement about the institution's future, but without being unrealistic. Harrison, Mitchell, and Peterson (1995) found that fundraising campaigns that specify which university departments are in need of alumni donations are more effective in generating contributions, and that fundraising messages delivered by somebody known to the potential donors are more likely to be fruitful. Shi (1995) highlighted the importance of nostalgia and gratitude relating to one's

alma mater, claiming that people with a preexisting connection to an organization, and who share its values and know about its activities, are more likely to contribute to its success. Therefore, fundraising appeals delivered by teachers, students and school administrators are likely to be more attractive to alumni. McGuire (2003), however, argued that recognition of a university's achievements is the crucial factor in motivating alumni giving. He suggested that universities can no longer appeal to donors based only on nostalgia, but must also articulate specific visions and strengths that their constituencies will be willing to support. He also pointed out the importance of notable school members assuring donors that their contributions will be used efficiently. Hager, Rooney, and Pollak (2002) found that an organization's executive director plays a key role in fundraising, and that board members, program staff, and volunteers play lesser roles. Chang (2000) argued that, due to the great respect Taiwanese society accords to those who play prominent roles in the community, the most effective fundraising appeals are those sent out by people who occupy key posts, such as the school's president and the head of the alumni association.

In order to address the meager results of university fundraising efforts in Taiwan, it is necessary to understand and implement the best practices used in other countries, at the same time learning from their mistakes. Hence, it is also important to examine the reasons for *not* giving. Mixer (1993) found many reasons for not donating, including: a parsimonious personality; poor communication between alumni and their alma mater; overly-frequent solicitation campaigns; bad timing; and past misuse of donations. Harrison et al. (1995) argued that acknowledgement and recognition of alumni donations enhances the probability of giving in the future. Nonetheless, Quigley, Bingham, and Murray (2002) found that overly-frequent (more than twice in a year) communication with donors has a negative effect on their future giving behavior. This is because alumni may perceive the additional communications as intrusive, or an attempt to pressure them for additional support over and beyond that which they have already given. Moreover, "vanity gifts" or various types of recognition—often used by universities—may also be perceived by alumni as manipulative, and cause them to contribute less in the future, or to not contribute at all. Chang (2004) claimed that many people do not donate simply because they feel they do not possess enough disposable income, while others feel that the organization or the solicitation programs are not deserving of their money. Lu (1999) asserted that lack of time and money are the two most frequent reasons for not donating, and that people are not likely to donate again if they believe that their past donations were misused in some way. Schenke and O'Neil (2006) found that donors like to be kept abreast of events, and appreciate receiving recognition for their donations, especially if donor lists are based on amount of donation rather than alphabetical order. However, Quigley et al. (2002) argued that some alumni may not like having their name and the amount of their donation revealed to other alumni, especially if their contribution was small. Thus they warn that printing donation amounts next to donors' names results in fewer donations from those who would otherwise be willing to offer a small donation.

3. Methodology

The purpose of this study was to gather general information about alumni giving patterns, and the subjects were university of education alumni in Taiwan. A self-administered questionnaire developed specifically for this study was used as the main tool for data collection. For the ANOVA analysis, the dependent variable was donation size, and the independent variables were alumni gender, age, income level, professional status, and the location of their alma mater. For the correspondence analysis, the fundraising variables were motivation for donating; intended use of donations; and the reasons for not giving. The alumni background variables were alumni age; income level; and the location of their alma mater.

The questionnaire was reviewed by a panel of experts including five professors of educational finance and/or educational marketing, and minor adjustments were carried out based on their suggestions. The draft questionnaire was then administered to 200 alumni as a pre-test, and Chronbach's α was adopted as the main method for testing the reliability of the questionnaire. A Chronbach's α of .89 indicated that the questions had very high reliability. Moreover, by analyzing the changes in Chronbach's α as a result of deleting a particular item, we found no deletions resulted in an increase in reliability. Thus we kept all the questions in the formal questionnaire.

The questionnaire was based on a 5-point Likert scale, in which a response of "1" indicated strong disagreement with the statement, and "5" indicated strong agreement. Moreover, since correspondence analysis requires categorical data as input, we converted the 5-point Likert scale into a discrete form by counting participants who selected 5 as agreeing and the rest as disagreeing.

The sampling method employed was mainly purposive. As suggested by Tudd, Smith, and Kidder (1991), probability sampling may be more representative, but the advantages of nonprobability sampling—convenience and economy—may outweigh those of probability sampling due to practical constraints. Hence, purposive sampling was adopted in this study because the expected low questionnaire retrieval rate could be critical, and also because purposive sampling can identify givers with ideal characteristics. The questionnaires were sent to alumni for whom alumni associations had an accurate mailing address and phone number, who were currently residing in Taiwan, and who expressed willingness to participate in the survey. Moreover, because some alumni associations were only willing to

survey their members under the condition of anonymity, this study does not reveal the names of the universities involved. A total of 520 questionnaires were sent to members of four alumni associations, and 292 were returned, representing a 57% response rate. The Statistical Package for the Social Sciences 12.0 (SPSS) was employed to conduct the descriptive and inferential analysis. The descriptive analysis of the data was carried out using frequency distribution, and the inferential analysis was carried out using one-way ANOVA and correspondence analysis.

4. Major Findings

4.1 Donation Amount

The first research question asked the respondents how much money they have donated to organizations during the past five years. Out of 292 participants, 161 (55%) reported that they have made at least one donation in the last five years. The average total amount per person was US\$380, of which an average of US\$16.5 (4.3%) went to the respondent's alma mater. Moreover, about 70% of all donations to any organization were less than US\$75, and more than 93% of these donations were less than US\$300 (see figure 1). Thus it can be seen that the great majority of donations made to universities of education were quite small, indicating that these schools need to continue to rely on these small donations while also striving to attract larger donations.

One of the research assumptions was that alumni from different backgrounds differ significantly in the amount of money they donate. Thus we conducted a series of *t* tests and one-way ANOVA and Scheffe post hoc tests to determine the possible differences due to alumni background. The results are summarized as follows: male alumni tended to donate much more to their alma mater (the average amount was US\$28.36) than female alumni (with an average of US\$11.47); older alumni donated more than their younger counterparts; and the average amount for alumni groups aged less than 30, 31–40, 41–50, and over 51 were US\$5.44, US\$11.64, US\$33.65, and US\$52.00, respectively. However, alumni professional status and the location of their alma mater did not significantly impact donation amounts.

4.2 Donor Motivation

The second research objective was to determine what motivates alumni to donate money to their alma mater. The main reasons for making donations were found to be: as an expression of gratitude to one's alma mater for providing a good education; in order to help others enjoy the same; and philanthropy. On the other hand, alumni were less motivated by the expectation of gifts and other perks offered by the university; the prestige associated with making a donation; and the fear of the embarrassment which might result from not making a donation when one's classmates have already done so. These results indicate that alumni donations are somewhat more motivated by a desire to improve the quality of one's alma mater, than by personal benefits.

In addition to investigating the general pattern of alumni giving, this study also examined the influence of background factors on alumni donation patterns. Since "a picture is worth a thousand words," correspondence analysis was used in this research to generate perceptual maps that help to illustrate this influence. Correspondence analysis has been applied to a wide variety of market positioning and other strategy development problems, and is especially suitable for constructing a brief picture that illustrates the comparative positions of nominal items in accordance with impacting factors, thereby clarifying an organization's policy options.

However, correspondence analysis is appropriate only for variables with more than three items (groups). Therefore, we conducted correspondence analyses to examine all of the appropriate background variables—alumni age, income level, and the location of their alma mater. The results show that only the correspondence analyses between alumni age and motivation met the chi square test with a cutoff value of $p < 0.05$ (see Table 2). Hence we have only one valid map to present.

Figure 2 maps the correspondence between alumni age group and donation motivation. The map clearly indicates that alumni aged 31–40 and those aged less than 30 have very similar donation patterns, and that they are comparatively more motivated by philanthropy and tax breaks than their counterparts in older age groups. Alumni aged 41–50 gave relatively higher scores to showing gratitude to their alma mater and feeling too embarrassed to reject the donation appeal. Finally, participants aged over 50 tend to give more importance to cultivating talent.

This may be due to the fact that teachers below the age of 40 are still getting established in their careers and are receiving relatively modest salaries, leading them to be more frugal. Thus they tend to make extremely small donations, largely as a symbolic gesture. Another important factor is that younger teachers are more knowledgeable about managing personal finances, and thus give more importance to receiving tax breaks. (Although the salaries of primary and secondary teachers in Taiwan are exempt from income tax, teachers are required to pay taxes on other sources of income.) By contrast, teachers between the ages of 41 and 50 are at the peaks of their careers and their salaries have already reached the highest level, which is much higher than the average salary in Taiwan. Thus, due to their relatively comfortable financial position, they are more likely to be willing and able to make a donation to their alma mater in order to express their gratitude. Moreover, teachers above 50 are preparing for retirement or have already done so, and since teacher pensions in Taiwan are quite generous (in fact, a teacher's annual pension is even higher than his/her

former annual salary) they have sufficient disposable income for making donations as a way of giving something back to society. Even after retirement, many teachers remain dedicated to the ideal of fostering talent, and this is reflected in their motivation for making a donation.

Thus, schools planning a fundraising campaign need to keep in mind that gratitude is the most important motivation for alumni giving. Yet such a broad survey of alumni motivation may not be sufficient, and may even result in an ineffective fundraising policy, since different alumni segments may have very different motivations for making a donation. If the difference is very large, but the school bases its fundraising campaign only on the motivations of the majority of alumni, then, even though the school may be successful in encouraging many alumni to donate, they may at the same time lose the support of a significant number of alumni who are atypical in some way. Therefore, knowing which strategy is more appealing to which group of alumni, and the use of several different fund-raising programs instead of one unified program, may enhance fundraising efficiency.

4.3 Intended Use of Donations

The third research objective was to determine alumni attitudes towards different types of school fundraising campaigns. Fundraising campaigns which are clearly aimed at providing specific benefits to students received the highest rates of alumni approval. These included: assistance for disadvantaged students; scholarships and fellowships; educational equipment and facilities; and campus construction. On the other hand, alumni have comparatively less enthusiasm for fundraising campaigns which expend a large amount of the proceeds on a variety of activities designed to curry favor with alumni or which request donations for unspecified purposes. Thus it can be seen that designing a fundraising campaign which highlights student benefits, and clearly informs alumni as to how the funds will be spent to reach specific goals, will bring better results.

When we examined how alumni attitudes towards different types of school fundraising campaigns might differ in accordance with alumni background, we found that only alumni age level (.012) met the chi-square test of $p < .05$ (see Table 3). Thus, we include a perceptual map only for the correlation between age level and use of donation (see Figure 3). It is interesting to note that campus construction is much more appealing to alumni aged 50 years or older in comparison to their younger counterparts. This may be because older alumni are relatively more interested in leaving behind an enduring legacy, and contributing to the construction of a new building helps them to do so. In addition, construction projects are generally quite expensive, and, in general, only alumni over 50 have enough disposable income to support such a large undertaking. As can be seen in Figure 3, there is a strong positive correlation between age and inclination to donate towards campus construction. In fact, many of the buildings at universities in Taiwan were constructed with funds provided by alumni associations representing those who graduated long ago. Moreover, as a way of encouraging future donations, many of these buildings have an inscription indicating which classes provided the funds.

4.4 Reasons for Not Donating

The last objective of this study was to investigate the reasons which deter alumni from making financial contributions to their alma maters, and it is quite surprising that respondents rated almost all of the reasons in the questionnaire very highly. The most important reasons for not contributing are ranked as follows: concern over misappropriation of funds; lack of transparency in how the funds will be used; having been deceived by fraudulent solicitations in the past; economic hardship; excessively frequent requests for donations from one's alma mater; insufficient information regarding the purpose of the fund drive; and poor timing. All of these reasons received high scores, indicating that schools need to consider them carefully when planning their fundraising campaigns.

Although we tried to examine how alumni attitudes towards reasons for not donating might differ in accordance with alumni background, we found that alumni from different backgrounds are not significantly different with regards to their reasons for not giving. This may be due to the fact that nearly all respondents strongly agreed that almost all of the factors listed above would discourage them from making a donation.

5. Conclusions and Implications

Due to a chronic shortage of funding, universities in Taiwan have become increasingly dependent on fundraising to supplement their budgetary shortfalls, with alumni constituting the largest group of donors. In light of the lack of scholarly research on the subject, this study was carried out with the goal of gaining a better understanding of the behavior and attitudes of alumni with respect to donations to their alma mater.

This research set out to examine the assumption that university of education alumni, due to their stable but not very high salaries, are less inclined to make donations than their counterparts who have graduated from other types of universities. The research results produced mixed evidence, some of which support this assumption, and some which contradict it. We found that university of education alumni donate much more frequently than is commonly believed, but the great majority of their donations are quite small.

The results further demonstrate that while university of education alumni do indeed make many donations—about half of the respondents donated to some type of institution—only 3.5% of the amount they donate goes to their alma mater. Hence, universities of education need to launch more effective fundraising campaigns, instead of complacently accepting the common sentiment that “university of education alumni don’t donate.” Moreover, since most of the donations to educational institutions are indeed small amounts, universities of education should start by recognizing the untapped potential of donations from their alumni who have been ignored in the past, and then adopt a policy of “any amount is appreciated” to make the most of the donating patterns of their alumni.

The results indicate that the main motivations for alumni giving are to express gratitude and appreciation to one’s alma mater, and to cultivate talent. The results also show that alumni are most inclined to make donations to fundraising campaigns aimed at assisting disadvantaged students or providing scholarships and fellowships. All of this indicates that the most successful university fundraising campaigns are those which focus on increasing the sense of identification alumni have with their alma mater by explicitly emphasizing that the purpose is to improve academic performance and benefit students in some specific way.

Our analysis of the factors which deter alumni from making donations shows that alumni are least inclined to make contributions when they have concerns that their donation might not be used in an efficient manner, and when there is a lack of transparency. It was also discovered that alumni are most receptive to fundraising appeals in which such prominent people as the school’s president or the head of the alumni association play a leading role. One reason for this is because alumni gain a certain degree of prestige by donating in response to an appeal by the school president or the head of the alumni association. Another reason is that an appeal made by such a reputable person is taken by donors as a guarantee that their contribution will not be misused. All of this indicates that donors give great importance to the efficient use of donations to improve the quality of education. Thus, when planning and conducting fundraising campaigns, it is very important for schools to use various means to assure potential donors that their contributions will be used in an efficient manner. Such measures include appointing a spokesperson with a strong reputation in the community, increasing transparency with regards to the use of proceeds, and informing donors about the results of their donations in a timely manner.

Finally, the results of the correspondence analyses indicate that different types of fundraising strategies have dramatically different effects on different alumni groupings. Therefore, knowing which strategy is more appealing to which group of alumni, and the use of several different fundraising programs instead of only one unified program, can enhance fundraising results.

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Table 1. ANOVA of criteria and *t* test on donation amount

		Content <i>N</i> = 292			
Criteria		Number	Mean	<i>t</i> or <i>F</i>	<i>t</i> or Scheffe
Gender	(1) Female	204	11.47	23.402*	(2) > (1)
	(2) Male	88	28.36		
Age	(1) 30 or below	86	5.44	7.39***	(3) > (1) (4) > (1), (2)
	(2) 31–40	134	11.64		
	(3) 41–50	51	33.65		
	(4) 51 or above	21	52.00		

* $p < .05$ *** $p < .001$

Table 2. Correspondence analysis of age and motivation

Dimension	Singular Value	Inertia	Chi Square	Sig.	Proportion of Inertia		Confidence	
					Accounted For	Cumulative	SD	Corr. 2
1	.298	.089			.611	.611	.051	.092
2	.237	.056			.385	.995	.052	
Total		.145	50.5	.001	.995	.995		

Table 3. Correspondence analysis of age and campaign theme

Dimension	Singular Value	Inertia	Chi Square	Sig.	Proportion of Inertia		Confidence	
					Accounted For	Cumulative	SD	Corr. 2
1	.238	.057			.533	.654	.054	.052
2	.209	.044			.413	.946	.055	
Total		.106	34.273	.012	.946	.946		

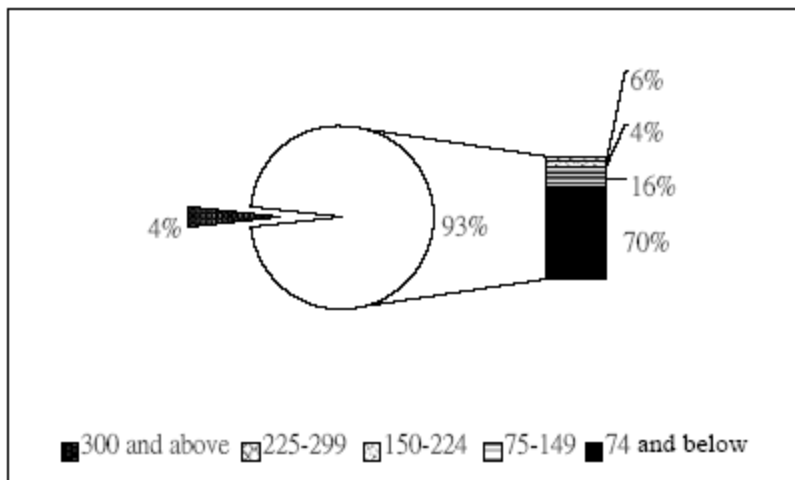


Figure 1. Individual donation amounts given by university of education alumni to any organization (USD)

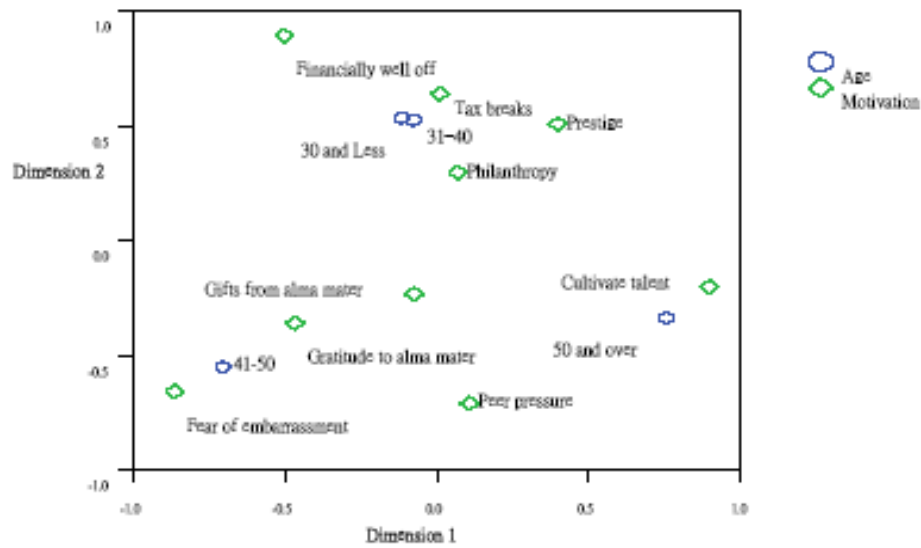


Figure 2. Perceptual map of age and motivation

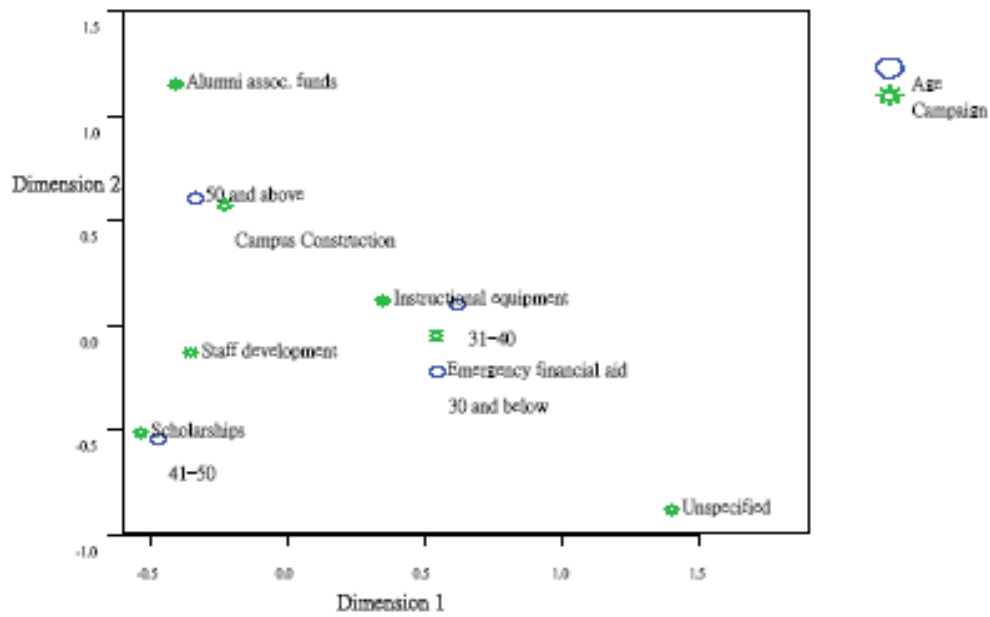


Figure 3. Perceptual map of age and campaign theme



Study on QQ-medium-oriented Ideological and Political Education of College Students

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Abstract

For the time being chatting through QQ medium is fashionable among college students, and QQ also plays an important role in the life of college students. However, college life based on QQ also has demerits, therefore it is necessary and essential to study how to avoid its negative influences and exploit its potential value in ideological and political education of college students, consequently improve ideological and political education of college students in China. In this article, based on literature review and questionnaire survey of QQ-medium-oriented college life, it is to study on how to improve college ideological and political education in higher colleges and universities by QQ medium, and to draw the conclusion that it is to innovate ideological and political education model and methodology in college ideological and political education, and to exert the positive role of QQ medium in college ideological and political education meanwhile avoiding its negative influence, accordingly to improve the development of ideological and political education in higher colleges and universities.

Keywords: College students, To exert its positive role and avoid its negative role, QQ medium, Ideological and political education

With the development of Internet technology, chatting online by QQ medium is a particular phenomenon among Chinese college students, and grows into a fashion. QQ here is a kind of chatting program and medium similar to Skype, MSN and google talk, which can be used for chatting, for making friends, for contacting with friends, former classmates, even new classmates, for getting to know new friends, for blogs, for playing games, for listening to music or knowing other news including home and abroad news, sports news, economic news, entertainment news and others. Therefore, QQ and the relative intercommunication broaden the space of college students, make their life comfortable, convenient and happy, and they adapt to the psychological characteristics of contemporary college students, however, they also challenge the traditional ideological and political education in Chinese higher colleges and universities. Therefore, facing this new challenge, it is necessary to change the traditional ideas, innovate model and methodology in college ideological and political education, and exert the positive role of QQ medium in ideological and political education and improve its development. About this topic, the former study is mainly focused on the influence of Internet on IPE, but the concept of Internet is wide and its influence is also wide, Wen Haibo also mentions that it is necessary to improve job hunting and ideological and political education by QQ-medium-groups, however, generally study on this topic is few, therefore the author accordingly put forward a concept of QQ-medium-oriented ideological political education, and studied on the new model of ideological and political education in higher colleges and universities, which could improve the development of ideological and political education in China.

1. Advantages and Opportunities of College Ideological and Political Education

With the rapid development of Internet technology, Internet provides for surfers a special communication platform -- QQ, QQ groups and others, which are welcomed by the most of college students, and gradually chatting by QQ or other media is a fashion and a hobby. That is due to both the reason of QQ culture and college students themselves.

1.1 Characteristics of QQ

The technological advantage of QQ culture is the most important factor for its popularity, as QQ culture builds a virtual but also visual and audible dialogue platform, which widens the limit of personal direct communication between teachers and their students, so QQ culture has an incomparable advantage over traditional ideological and political

education model and media. Firstly, as soon as you log in QQ, you can receive the message from other people, which shows the timeliness of QQ communication. Secondly, QQ widens the limit of time and space among persons. By QQ communication, surfers can discuss what they want to see or chat/communicate with each other out of classrooms, offices, students can send message or emails from dorms, net cafes, home computers or others, which sometimes avoids the embarrassment of facing directly teachers for some students, especially for freshmen and those introverted students. Thirdly, this kind of communication has more freedom and equality for both teachers and students, especially for students they feel more comfortable and free, compared to the traditional face-to-face discussion. Traditional ideological and political education unconsciously or consciously emphasizes the hierarchical status between educators and educatees, which authority of the former makes the later feel in heart unequal and depressed, while QQ-medium-oriented ideological and political education makes up for its shortages. Fourthly, QQ-medium-oriented communication is more diverse, compared with traditional ideological and political education methodology. Originally, teachers mainly talk with students or call them directly in ideological and political education, while QQ-medium-oriented ideological and political education can use pictures, voices, videos, blogs, dialogues and emails as the ways of ideological and political education, which can satisfy and attract the students effectively with its diversity and freshness. Fifthly, QQ-medium-oriented communication is low-cost. Traditionally, face-to-face discussion needs more time for students and teachers, while telephone communication is relatively expensive, but QQ-medium-oriented communication can avoid this, as when the students log in QQ, they can do other things at the same time such as looking for materials and sending messages to other friends. Sixthly, QQ-medium-oriented communication has more privacy comparing to the traditional ideological and political education, which is the most distinctive advantage to the traditional ideological and political education. In traditional ideological and political education, students facing something difficult to tell to others sometimes will hinder the communication and solution to those questions. In QQ-medium-oriented ideological and political education, many students will more easily express what they want to say or write ideological and political education to face may write down it calmly and perfectly. In these cases, teachers can utilize student's trust for their privacy to shorten their psychological distance between them and their teachers, and deal with it contrapuntally, as a result some mental problems can be found early and solved in time.

1.2 Characteristics of College Students

The pursuit of college students for information and fashion, preference to surfing, long time online and uncertainty of their life value and world value provide for ideological and political education in modern times opportunities and challenges.

1.2.1 Pursuit of Informationization

With the pace of time, informationization tendency in higher colleges and universities advances greatly and rapidly, and the popularity of QQ culture is closely related to its informationization. As college students are eager to obtain information, they often get the most new information by surfing, chatting by QQ medium, adding to the QQ chatting group, and this new kind of relation net make their life more convenient and happy. Meanwhile, as more and more college students or their friends log in QQ, there are more and more followers who fasten the popularity of QQ culture, and QQ-medium-oriented communication becomes a new fashion on campus.

1.2.2 Advantage of Students Quantity

It is popular to chat by QQ online for most students. According to a survey from 289 students of 7 classes of grade 2007 of Chongqing Yangtze Normal University, supervised by the author, 99.3% of them have their own QQ number, and every one at least take part in a QQ chatting group. The whole survey result is shown in Table 1. All the numbers show that QQ has become one of the most part of their daily life, so the students number who take part in QQ-medium-oriented communication is large and QQ-medium-oriented communication is popular among college students, which provides a basis for overall management and ideological and political education by QQ communication.

1.2.3 Advantage of Time and Space

College students often hope to escape the time and space limitation of their real life by QQ-medium-oriented communication. For most college students, they are not satisfied with their daily life, classroom study, unidealistic real life, they often escape away from classroom, dorm and classmates, they want to find something new from outside, find new friend out of campus, find new opportunities, find fresh from the whole net, and some of them also want to relieve their pressure or mental problems to some friend online, no matter who is known or unknown. Traditionally, ideological and political education often occurs in office, classrooms and maybe somewhere on campus, while QQ-medium-oriented communication can make it change, because students can chat in dorm, in bar, at home or other places, and the time is also not limited in daytime, which can make students feel free and comfortable, easy to talk about their ideas, their life, their problems that they meet or face. The survey (Table 1) also shows the result, which gives evidence that college students log in not only for a long time, but also out of the limitation of time and space. This provides another opportunity and advantage for ideological and political education for college students.

1.2.4 Uncertainty of Life Value and World Value

College students in China are mostly in puberty or early period of grown-up, which is an important turn of their life, therefore in this period they have to face multi-pressure from such as study, life, interpersonal relation(Zhu Chunying). It is easy for them to accept new ideas, new concepts, while they are immature physically and mentally and their life value as well as world value is not shaped. In addition, some students are not good at discussion face to face on account of being shame-making and unconfident, afraid of leaving bad impression on teachers. Under such conditions, QQ-medium-oriented ideological and political education can overcome their shame feeling and lack of confidence by QQ-medium-oriented communication, consequently solve their problems and build a new way or model or methodology for college ideological and political education.

In sum, the uncertainty of life value and world value of college students brings a new opportunity, therefore in this situation college ideological and political education workers should be proactive to take measures, and instruct and educate students, perfect and build their life value and world value by making best use of QQ-medium-oriented communication of QQ medium, QQ groups, which can change the ideas of traditional ideological and political education and improve college ideological and political education.

2. Disadvantages and Challenges in QQ-medium-oriented Ideological and Political Education of College Students

2.1 Illusive and Uncivilized Information

QQ-medium-oriented communication makes our life convenient, and also builds a greenhouse for false and uncivilized information. As the information online is rich and mostly out of control, some may provide irresponsible or unhealthy information for some young students, which will sometimes hurt them physically and mentally. Sometimes, ubiquitous porn information will occur before students, which probably hurt these young students mentally. On the other hand, some hackers use viruses to destroy the computers of others, sometimes also steal some important information, which often cause troubles for students.

2.2 Internet Addiction Disorder

College students are curious of novelty and also are easy to be addicted to games, which will spend too much time and energy as well as money. Some in the end are indifferent from daily life and study, which will lead to mental or physical problems. Some are indulged in games or QQ, isolated from real world, and this long-term virtual life will cause students dissocial, stubborn, selfish, unfit to society, or even internet addiction disorder, which is not rare among Chinese college campus recent years.

3. Questions for QQ-medium-oriented Communication of College Students

3.1 "Degree" of Management in QQ-medium-oriented Communication of College Students

Under the circumstance of Internet and informationization, QQ-medium-oriented communication for college students are prevalent, and it also becomes a complex and systemic problem. In this sense, it is impossible to over-exaggerate the positive function of QQ-medium-oriented communication, but it is also impossible to adopt an attitude of unshaken rejection to it. As college ideological political educators, it is essential to adapt to the time, utilize the new communication platform and instruct college students, and help them to control the "degree" of QQ-medium-oriented communication. The online time should be managed properly, and the websites available for college students are guided and specified, which is to strengthen their net responsibility sense, to encourage them to obtain healthy and useful knowledge, and to conduct them deal with porn information healthily. Therefore, for the "degree" of QQ-medium-oriented communication, it is firstly to conduct them to log in within the limit of time, secondly to deal with different information healthily, thirdly to objectively and moderately discuss the hot topics, and fourthly to conduct them analyze deep the problems and distinct good things from bad things. Only within the "degree" in QQ-medium-oriented communication, can ideological and political education obtain an effective result.

3.2 Good Disposal of Relationship between Traditional Ideological and Political Education and QQ-medium-oriented Ideological and Political Education

QQ-medium-oriented ideological and political education is not opposite to traditional IPE, but its supplement and its new model and methodology. Traditional ideological and political education is a scientific conclusion of revolutionary and construction experience, which has a directive role in ideological and political education. QQ-medium-oriented ideological and political education is a new trial, an innovation based on traditional ideological and political education. College ideological political educators should positively utilize QQ medium, QQ groups or QQ mailbox, sharing materials, information, experiences and discuss with other classmates, sum up and analyze the new situation, communicate and conduct them by QQ-medium-oriented communication to solve their concerning problems, while for personal problems, it is possible to conduct and educate personally. In ideological and political education, it is to insist on the traditional ideological and political education, and also to exert the advantages of new model of QQ-medium-oriented communication, to build a new model of QQ-medium-oriented communication based on traditional ideological and political education.

3.3 Disposal of Virtuality of QQ and Pragmatics of Ideological and Political Education

QQ-medium-oriented communication is sometimes virtual, as the communication is only through the virtual Internet, no matter where you are, the communication can be conducted without time and space limit. Owing to the virtuality of net, educatees are easy to feel a sense of equality, and therefore dispel their misgiving of life, remove their mental barrier, relax, and dare to communicate, be willing to communicate, tell the truth and tell the whole truth.(Zhang Yuxing) So in the communicative process, factually to analyse and conduct the problems or phenomenon presented or implied in the communication is the content of ideological and political education. In this sense, QQ-medium-oriented ideological and political education is both virtual and pragmatic. In the ideological and political education, it is necessary to deal with the two aspects, and only so can the ideological and political education obtain great achievement.

3.4 Opinion Leaders and their Role

In QQ group chatting, it is easy to find those opinion leaders, who are those who firstly get the information and form their own views, then influence others. (from Hui Gongjian) In QQ-medium-oriented communication, by paying attention to and conducting the opinion leaders, educators can exert opinion leaders' positive role in QQ-medium-oriented ideological and political education and improve the function of QQ-medium-oriented communication.

3.5 Conduct of Building a Correct Healthy Chatting Attitude

Nets are virtual, therefore, the educators should pay more attention to conduct college students to be more responsible and build a correct healthy chatting attitude, be honest in QQ chatting if they find the other is honest, and to utilize QQ medium and QQ groups with correct purposes and attitudes. At the same time, it is essential to conduct students to learn to protect themselves and protect their privacy, without disclosing their personal information as possible, meanwhile not to hurt others and influence others. In QQ group chatting, educators should pay more attention to those information which is partial or improper, and conduct students to analyse and discuss these problems, cultivate them to learn to correctly face and deal with different events or ideas, and also educate them to build a correct and healthy chatting attitude.

4. Conclusion

In the modern informationized net time, QQ-medium-oriented communication plays an important role in the life of college students, and the prevalence, virtuality, fashion, diversity, freedom, privacy and safety of QQ-medium-oriented communication further facilitate the preference of modern college students. According to the analysis, it is concluded that as ideological political educators it is to combine traditional ideological and political education methods and new QQ-medium-oriented ideological and political education method, utilize QQ medium, exert its positive function and avoid its negative role, conduct students to make use of Internet and consequently facilitate the perfection and development of ideological and political education in Chinese higher colleges and universities.

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Table 1. The Survey Result for QQ-medium-oriented Ideological and Political Education

items	owning a QQ number	first thing after back to dorm: logging in QQ	logging in QQ in computer class	surfing online once every day	logging in QQ after online	surfing online if no class	25 hours online per week	logging in by mobile phone
numbers	287	205	176	185	280	95	198	89
rate(%)	99.3	70.9	60.9	64.0	96.9	32.9	68.5	30.8



Trade Sustainability in the Forestry Domain: The Case of Malaysia

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Abstract

This study was undertaken to explore the relationship between export and import, in the category of Forestry domain for Malaysia, which includes sub domain (1) industrial roundwood; (2) wood pulp; (3) wood fuel; (4) paper and paper board; (5) sawn wood; (6) recovered paper and (7) wood base panel. Johansen (1991) cointegration method was employed and the period of the study covers annual data from 1961 to 2007. The results clearly show that the export and import of forestry domain is highly cointegrated. This shows trade is indeed sustainable in the domain of forestry and a sign of good trade policies adapted and implemented by the relevant authorities. Bi-directional granger causality could also be detected based on VECM (vector-error correction model) method. Imports seem to positively and significantly affect exports, both in the long run and short run, *vice versa*.

Keywords: Johansen cointegration test, Forestry trade, VECM

1. Introduction

The forest products sector is estimated to contribute about one percent of world gross domestic product and account for three percent of international merchandise trade. As for the case of Malaysia, we produced an estimated 26.4 million cu m (932 million cu ft) of round wood from a forest area of 19.3 million ha (47.7 million acres) in 2000. About 32% of the forest area is located in Peninsular Malaysia, 22% in Sabah, and 46% in Sarawak. Exports of timber products in 2000

amounted to \$3.8 billion, or 4.2% of total exports. Malaysia is the world's third leading producer (after Brazil and Slovakia) of veneer sheets, accounting for 7% of global production in 2000. While, forest products imports by Malaysia are dominated by paper products. In 1994 paper and paperboard comprised 83 percent of Malaysia's forest products imports. Malaysia, likewise Indonesia, is a major producer of hardwood forest products.

Trade sustainability studies are gaining momentum all over the world, due to the intrinsic information obtained from the empirical studies are able to imply the policy suitability. Though numerous studies have flourished on the external imbalances in the current account, most of these studies concentrated on aggregated trade imbalances, seldom have researcher's concentrated on the trade imbalances of a particular domain as what we are trying to attempt in this study, whereby we would like to focus on the trade imbalances in the category of Forestry domain. More precisely we intend to investigate the existence of any co-integrating factors between the export and import of the above category, if any. In the study of sustainability of external imbalances for 22 Least Developed Countries (LDC), Tang and Smyth (2008) found that the macroeconomic policies have been effective in causing the exports and imports to converge in the long run. It is a well known fact that much of the discussion in the empirical literature on external imbalances has focused on their sustainability.

The empirical literature that has examined the sustainability of external imbalances has adopted one of the two major empirical approaches. The first approach is to examine whether exports and imports are cointegrated, the same approach that we intend to employ in this study. The second approach to examine the sustainability of external imbalances is to test for a unit root in the current account. Using this method, if the current account or trade balance is found to be stationary, this implies that external imbalances are sustainable and that the international budget constraint is satisfied. If, however, the trade balance is non-stationary this is either a reflection of bad policies or indicative of the productivity gap hypothesis. To this point, the results in the empirical literature on the sustainability of external imbalances are mixed. Among the notable studies that followed the first approach are as those of Husted (1992), Bahmani-Oskooee (1994), Fountas and Wu (1999) and Irandoust and Ericsson (2004).

Husted (1992) and Fountas and Wu (1999) used quarterly data for the periods 1967-1989 and 1967-1994 respectively, to examine whether exports and imports are cointegrated in the United States. While Fountas and Wu (1999) found no long-run relationship, Husted(1992) found that exports and imports were cointegrated. Employing quarterly data from 1971-1997, Irandoust and Ericsson (2004) found that exports and imports were cointegrated in Germany, Sweden and the United States. Bahmani-Oskooee (1994) found that Australian exports and imports are cointegrated, and the further concluded that the cointegrating coefficient was close to one, implying that Australia's external account is sustainable. Using quarterly data, Bahmani-Oskooee and Rhee (1997) found that South Korea's exports and imports are cointegrated and the coefficient on exports was positive. This result implies that South Korea does not violate its international budget constraint.

Employing the Gregory and Hansen (1996) cointegration test to examine the sustainability of external imbalances in Indonesia, Malaysia, the Philippines and Thailand, using annual data for the period, 1961-1999, Baharumshah et al. (2003) found that exports and imports are cointegrated in Indonesia, the Philippines, and Thailand, but not in Malaysia. In contrary, Tang (2002), employing bounds test for cointegration developed by Pesaran et al. (2001) to annual data for the period 1968-1998 (1974-1998 for Singapore) found cointegration between exports and imports for Malaysia and Singapore, but not for the Philippines, Indonesia and Thailand. Narayan and Narayan (2004) similarly employed the bounds test to examine long-run relationship between exports and imports in Fiji and Papua New Guinea and found that while exports and imports were cointegrated in both the countries, the coefficient on exports was equal to one, for only Fiji.

The purpose of this paper is to investigate the relationship between the export and import in the category of forestry domain which includes subdomains (1) industrial roundwood; (2) wood pulp; (3) wood fuel; (4) paper and paper board; (5) sawn wood; (6) recovered paper and (7) wood base panel. Johansen (1991) cointegration method was chosen to explore the probable cointegration. Vector error correction model (VECM) would be employed in the later stage to investigate the dynamic and long run relationship between these variables. Granger causality test based on VECM will also be conducted. Then the policy implication will be proposed which will benefit the sector itself and also the country.

The remainder of this paper is organized as follows: Section 2 gives a brief introduction of the methodology and section 3 presents the results and discussions. Section 4 concludes.

2. Data and Methodology

The data used in this analysis are gathered from the Food and Agriculture Organization of The United Nations Statistical Database. The data was downloaded from the website faostat.fao.org. This study only focused on trade data for forestry domain namely, (1) industrial roundwood; (2) wood pulp; (3) wood fuel; (4) paper and paper board; (5) sawn wood; (6) recovered paper and (7) wood base panel in Malaysia over the period 1961 to 2007.

In empirical economics macroeconomic variables comprises of non stationary series. Treating non stationary variables in empirical analysis is important so that the results of spurious regression can be avoided. According to the concept of cointegration, two or more non-stationary time series share a common trend, then they are said to be cointegrated. The theoretical framework highlighted are expressed as follows: the component of the vector $Y_t = (y_{1t}, y_{2t}, \dots, y_{nt})'$ are considered to be cointegrated of order d, b , denoted $Y_t \sim CI(d, b)$ if (i) all the component Y_t are stationary after n difference, or integrated of order d and noted as $Y_t \sim I(d)$. (ii) presence of a vector $\beta = (\beta_1, \beta_2, \dots, \beta_n)$ in such that linear combination $\beta Y_t = \beta_1 y_{1t} + \beta_2 y_{2t} + \dots + \beta_n y_{nt}$ whereby the vector β is named the cointegrating vector. A few major characteristics of this model are that the

cointegration relationship obtained indicates a linear combination of non-stationary variables, in which all variables must be integrated of the same order and lastly if there are n series of variables, there may be as many as $n-1$ linearly independent cointegrating vectors.

Johansen's (1991) cointegration test is adopted to determine whether the linear combination of the series possesses a long-run equilibrium relationship. The numbers of significant cointegrating vectors in non-stationary time series are tested by using the maximum likelihood based λ trace and λ max statistics introduced by Johansen and Juselius (1990). The advantage of this test is that it utilizes test statistic that can be used to evaluate cointegration relationship among a group of two or more variables. Therefore, it is a superior test as it can deal with two or more variables that may be more than one cointegrating vector in the system.

Prior to testing for the number of significant cointegrating vectors, the likelihood ratio (LR) tests are performed to determine the lag length of the vector autoregressive system. In the Johansen procedure, following a vector autoregressive (VAR) model, it involves the identification of rank of the $n \times n$ matrix Π in the specification given by:

$$\Delta Y_t = \delta + \sum_{i=1}^{k-1} \Gamma_i \Delta Y_{t-i} + \Pi Y_{t-k} + \varepsilon_t \quad (1)$$

whereby Y_t is a column vector of the n variables, Δ is the difference operator, Γ and Π are the coefficient matrices, k denotes the lag length and δ is a constant. In the absence of cointegrating vector, Π is a singular matrix, which means that the cointegrating vector rank is equal to zero. On the other hand, in a cointegrated scenario, the rank of Π could be anywhere between zero. In other words, the Johansen cointegration test can determine the number of cointegrating equation and this number is named the *cointegrating rank*.

The Johansen Maximum likelihood test provides a test for the rank of Π , namely the trace test (λ_{trace}) and the maximum eigenvalue test (λ_{max}). Firstly, the λ_{trace} statistic test whether the number of cointegrating vector is zero or one. Then, the λ_{max} statistic test whether a single cointegration equation is sufficient. Both test statistics are given as follows:

$$\lambda_{trace}(r) = -T \sum_{i=r+1}^p \ln(1 - \hat{\lambda}_i) \quad (2)$$

$$\lambda_{trace}(r, r+1) = -T \sum_{i=r+1}^p \ln(1 - \hat{\lambda}_{r+1}) \quad (3)$$

where p is the number of separate series to be analysed, T is the number of usable observations and λ is the estimated eigenvalues.

3. Vector Error Correction Model (VECM)

VECM is a restricted VAR designed for use with non stationary variables that are known to be co-integrated. VECM specification restricts the long run behaviour of the endogenous variables to converge to their co-integrating relationships while allowing for short-run adjustment dynamics. Engle and Granger (1987) showed that if the variables, say X_t and Y_t is found to be cointegrated, there will be an error representatives which is linked to the said equation, which gives the implication that changes in dependent variable is a function of the imbalance in cointegration relation (represented by the error correction term) and by other explanatory variables. Intuitively, if X_t and Y_t have the same stochastic trend, current variables in X_t (dependent variable) is in part, the result of X_t moving in line with trend value of Y_t (independent variable). Through error correction term, VECM allows the discovery of Granger Causality relation which has been abandoned by Granger (1968) and Sims (1972). The VAR constraint model may derive a VECM model as shown below:

$$\Delta y_t = \delta_0 + \sum_{i=1}^p \theta_i \Delta y_{t-i} + \sum_{i=1}^p \phi_i \Delta x_{t-i} + \varepsilon_t \quad (4)$$

where y_t – in the form of $n \times 1$ vector

θ_i and ϕ_i – estimated parameters

Δ – difference operator

ϵ_t – reactional vector which explains unanticipated movements in

Y_t and x (error correction term)

In the Granger causality test, the degree of exogeneity can be identified through the t test for the lagged error correction term (ϕ_i), or F test applied to the lags of the coefficients of each variable separately of the non dependent variable (θ_i). In addition to the above, VECM method allows the differentiation of the short term and long term relationship. Error term with lagged parameter (ECT ($\epsilon_{1,t-1}$)) is an adaptive parameter where it measures the short term dispersal from long term equilibrium. In the short term, the variables may disperse from one another which will cause in-equilibrium in the system. Hence, the statistical significance of the coefficients associated with ECT provides evidence of an error correction mechanism that drives the variables back to their long-run relationship.

4. Empirical Result

Table 1 reports the results of Augmented Dickey-Fuller (ADF) and Phillips-Perron (PP) unit root test that describes the stationary properties of the variables (export and import) in Malaysia. Schwartz Information Criterion (SIC) is used to select the optimal truncation lag length to ensure the errors are white noise in ADF. The both results clearly show that the null hypothesis of unit root test for all variables fail to be rejected in the level form but only appear stationary in the first differnt. In other words, all variables are said to be integrated of order one, which is I(1).

Insert Table 1 Here

Since all the variables are integrated of same order, the cointegration test is conducted to determine the presence of a long run equilibrium relationship between export and import in the categories of forestry domain. The results of Johansen cointegration test is reported in Table 2. The results indicate that null hypothesis of no cointegration can be rejected in the period. Therefore, it can be concluded that there is positive and significant long run relationship at one percent level, implying that there is common trend exists within import and export.

Insert Table 2 Here

Table 3 reports the results of long-run elasticities among import and export. The results clearly show that significant long-run relationship could be detected in both variables. In terms of dynamic relationship, the result shows that there is significant short run impact both ways. Based on VECM, bidirectional causality could be detected as shown in Table 4 whereby the ECT is significant.

Insert Table 3 Here

Insert Table 4 Here

5. Conclusion

In this study, the Johansen cointegration test is employed to test the relationship between export and import in categories of forestry domain. The reason for the test is to uncover whether trade is indeed sustainable in the Forestry domain of Malaysia, and also to unearth grappling questions of whether Malaysia is indeed adopting suitable trade policy in the forestry domain. The sample period of study was 1961 to 2007 using annual data. All the data went through log-log transformation so that the estimates will be less sensitive to outliers or influential observations and also order to reduce the data range. From the analysis, we found that the import and export in the forestry domain is highly cointegrated, a finding concurrent with a number of past studies such Husted (1992), Irandoust and Ericsson (2004), Bahmani-Oskooee (1994), Baharumshah et al. (2003) and Narayan and Narayan (2004) to name a few. The result proves that the trade in the forestry domain in Malaysia is indeed sustainable. The results also imply intrinsically that the relevant authorities in Malaysia are practicing good trade policies in the forestry domain, and deficits(if any) are short term phenomenon and indeed will be corrected in the long run. There also exist significant and positive, both dynamic and long-run relationship between both variables. Based on VECM, bidirectional granger causality could be detected among the variables. From a policy point of view, restricting imports in the forestry domain could backfire and could turn out to be harmful for the Malaysian economy. Policy makers should be cautious in implementing any trade inflow policies in the domain of forestry.

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Table 1. Results of the Unit Root Tests

Variables	ADF		PP	
	Level (Trend and Intercept)	First Different (Trend and Intercept)	Level (Trend and Intercept)	First Different (Trend and Intercept)
Export	-1.5571 (0)	-6.9264*** (1)	-1.4166	-8.4279***
Import	-2.6017 (0)	-7.8283*** (0)	-2.5829	-7.8325***

Note: ** denotes significant at 1% level. Figures in parenthesis () refer to the selected length. The lag length was arbitrarily selected using SIC.

Table 2. Results of Cointegration Test

Vectors	r=0	r≤1
Trace test	20.38	4.37
1% level	20.04	6.65
Max-Eigen test	16.01	4.37
1% level	18.63	6.65

Note: r indicates the number of cointegrating vectors. Trace and Max-Eigen denote the trace statistic and maximum eigenvalue statistic. The critical values obtained from Osterwald-Lenum (1992). Lag selection (k) is based on Schwert (1987) formula.

Table 3. Long-run elasticities

Dependent Variables	Independent Variables	
	ln Im	ln Ex
ln Im		3.31*** (-6.22)
ln Ex	0.30** (-2.45)	

Note: * and ** denote significant at 10% and 5% levels respectively. t-stats in parentheses.

Table 4. Short-run elasticities

Dependent Variables	Independent Variables		
	$\Delta \ln \text{Im}$	$\Delta \ln \text{Ex}$	ECM_{t-1}
$\Delta \ln \text{Im}$		0.04** (2.97)	-0.02** (-2.28)
$\Delta \ln \text{Ex}$	0.07* (2.28)		-0.14** (-2.93)

Note: * and ** denote significant at 10% and 5% levels respectively. t-stats in parentheses.



The Relationship between Linguistics and Language Teaching

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Abstract

The problem of linguistics in language teaching has been discussed for many years in SLA. Researchers try to find out the relationship between linguistics and language teaching. In this paper, the author gives her own opinion about their relationship on the basis of some linguists' theories and attempts to show the implication of linguistic theories on the practice of language teaching.

Keywords: Language, Linguistics, Language teaching

1. Introduction

The beginning of the research of the relationship between linguistic theory and language teaching can be traced back to the late of 19th century. From then on different research proposed by different scholars has been disputable. Until 1960s, when their relationship was reassessed, emerged two viewpoints: one was to say that linguistics is not so important as it has been thought, i.e. its importance had been overrated. Some linguists like Johnson (1967) and Lamendella (1969) expressed their disagreement to regard linguistics as the basis of a strategy of learning. Lamendella (1969) thought that it was a mistake to look to transformational grammar or any other theory of linguistic description to provide the theoretical basis for second language pedagogy. What is needed in the field of language teaching are not applied linguists but rather applied psychologists. The other point of view was to recognize the general contribution of linguistics but with the proviso that language teaching is not bound to abide consistently by one theory. Different linguistic theories can offer different perspectives on language, and they can be treated as equivalent resources. Levenson (1979) once said, 'no one school of linguistic analysis has a monopoly of truth in the description of the phenomena of speech...traditional school grammar, TG grammar, ...all these and more can be shown to have their own particular relevance to the language teaching situation.' I agree to the second point of view. In my opinion, linguistics and language teaching are interactional with each other. In this paper, all the language teaching, teaching theories or language pedagogy refer to L2 teaching.

According to my knowledge, the relationship of linguistic theory and language teaching is a dual one. It means, on the one hand, some theories of linguistics can be applied to language teaching, i.e. linguistics guides the development of language teaching theory. On the other hand, a language teaching theory expresses or implies answers to questions about the nature of language. These questions relate language teaching theory directly to theoretical linguistics.

2. How linguistics guides language teaching or language pedagogy?

Early in the years of Second World War, linguistics was recognized as an important component in language teaching theory. During the Second World War, America was in great need of soldiers knowing foreign languages. To meet this demand, a group of linguists including Bloomfield (1942) undertook to use the knowledge of linguistics to analyze the language to be taught and the result proved to be satisfactory. Bloomfield suggested that the only effective teacher should be the trained linguist working alongside the students, because language teachers often have an insufficient command of the language, only the trained linguists know how to guide the students learning from native speakers and how to teach the forms of the language. In my opinion, Bloomfield's suggestion looks a little extreme, but we must admit that as a language teacher we must have a good command of the knowledge of linguistics, in that case can we teach well. For example, in teaching pronunciation, if we know phonetics well, we can tell the students the construction of our organs of articulation and how a sound is produced by the cooperation of the organs. We can also help the students obtain the knowledge of how to classify the vowel and consonant and how to produce a sound accurately with the correct position of the tongue. Only have a good master of phonetics can the students learn word pronunciation well. So the language teachers must adopt the phonetician's analysis of speech sounds and the International Phonetic

Alphabet for pronunciation training.

By about 1960, the influence of structural linguistics upon language teaching had reached a peak in the United States. Structural linguistics stressed the importance of language as a system and investigates the place that linguistic units such as sounds, words, sentences have within this system. In association with behaviorism it provided the principal theoretical basis of the audio lingual theory and in this way influence language teaching materials, techniques and teacher education.

Behaviorism led to theories of language teaching and learning which explained how an external event (a stimulus) caused a change in the behavior of an individual (a response) without any kind of mental behavior. Though Behaviorism neglected the mental activity, it stressed the importance of practice and repetition in language learning, which in my opinion is a vital factor in learning a foreign language. Let's take the audiolingual method as an example. Audiolingual method emphasizes: (1) the teaching of speaking and listening before reading and writing; (2) the use of dialogues and drills; (3) the avoidance of the use of the mother tongue in the classroom. Audiolingual method regards speaking and listening as the most basic language skills, which is in accordance with our today's English teaching situation. Nowadays, in China, more and more people begin to learn English as a foreign language in order to have the ability to communicate with foreigners. For them, speaking and listening is much more important than reading and writing because they are not expected to have a high mastery of English and their aim of study is quite simple, that is when they need to communicate with a foreigner they can understand their words and express themselves well. Of course, what we are talking about is based on simple daily conversation, because to express ourselves properly is not always an easy thing, even for English major students sometimes it is problematic.

In China, we begin to teach students English when they are in primary school. In the past, we paid more attention on teaching them grammar, and the result was disappointing: a large number of students cannot speak well; some even cannot say a complete sentence. Recently we emphasized the importance of speaking and listening in English teaching and adopted audiolingual method in the classroom. Audiolingual method stressed the practice and repetition of what has been learnt in the classroom; it believes that a language is learnt through forming habits. I agree with it. In order to speak English fluently, without constant practice, it is impossible. So in our English teaching and learning, we must do a lot of work to help our students speak and listen well whenever they need to use it.

While the influence of structuralism on language teaching and pedagogy was pervasive and powerful, the influence of TG grammar was of a different kind. In the late sixties, new developments in language pedagogy occurred which can be regarded as resulting from the impact of TG theory. A typical example is the cognitive theory of language learning. This theory emerged in which TG concepts became associated with a 'cognitive' view of the psychology of language learning. It opposed to the empiricist theory, that is, pedagogically audiolingualism, psychologically behaviorism, and linguistically structuralism. TG theory stressed mental activity. It proposed that human beings have the ability to learn a language. It is the inborn ability instead of practice that made human beings obtain the rules of a language and understand or produce countless numbers of sentences. Some linguists, like Diller (1970), openly declared his preference for the cognitive position; while others, like Chastain (1976) and Rivers (1981:25-27) held that the two theories were complementary and served different types of learners or teachers or represented different phases of the language learning process. In my opinion, I agree with the second point of view. I believe that empiricist theory is useful for our language teaching and learning; while cognitive theory is more useful for linguists, i.e. for linguistic analysis.

In 1970s, a group of scholars including Oller (1970) and Widdowson (1978), who were linguists in their own right but at the same time closely in touch with teaching practice, gave language teaching and language pedagogy the linguistic direction they regarded as necessary. Since they were in a good position to create a link between linguistic theory and language teaching practice, they placed emphasis on real language use. Let's take Oller's interest in pragmatics as an example. Oller (1970:507) claimed that pragmatics has implications for language teaching; it defines the goal of teaching a language as prompting the students not merely to manipulate meaningless sound sequences, but to send and receive messages in the language. Through my own experience in English teaching and learning, I find out that to grasp some knowledge of pragmatics can indeed help us teach or learn English well. For instance, in daily conversation, people often speak in an indirect way, maybe we have noticed it, but without the knowledge of pragmatics, we cannot give a correct explanation for it. With the knowledge of pragmatics we can explain some language phenomena clearly and accurately, thus make our students have a deeper insight into the nature of language.

Widdowson (1978) defined a set of contrasting concepts which distinguish language as a formal system and language use as communicative events. He advocated shifting the emphasis from teaching a second language as a formal system to teaching a second language as communication. Widdowson's point of view is in accordance with our L2 teaching situation. Recently we stressed the importance of students' communicative abilities (that are saying, listening and talking etc.) instead of their linguistic skills. This does not mean we need not the knowledge of linguistics; on the contrary, we use the linguistic theory as a guide for our language teaching.

3. Linguistics Language Teaching and the Nature of Language

Language is an inherently complex system. It presents some contradictions and oppositions. Both linguistics and language teaching must consider these contradictions; otherwise they cannot provide a satisfactory solution to the problems of language.

Since language is complex by nature, what linguistics has to do is to identify the elements or aspects in order to analyze it. For example, when we talk about a language we try to analyze it from four aspects: sound system, grammatical system, lexical system and discourse system. We may ask which aspect does our language teaching practice or teaching theory include or exclude. Theoretically speaking, all these four aspects should be involved in our teaching theory, because they constitute a whole picture of language. When we analyze each aspect, we will use linguistic theory to describe it, that means we have to consider how does it work linguistically; what does it mean semantically and how is it used sociolinguistically. Only when a language is analyzed systematically can it be learnt practically. However, language teachers wish to teach language as a whole, that means language should be regarded as a synthesis in our teaching practice. So a satisfactory language teaching theory should consider the language both as isolated features and as a synthesis.

There is another opposition in language, that is, language is both rule-governed and creative. It involves order and regularity, but it also provides opportunity to be creative. Upon this fact, the language teaching practice or teaching theory as well as the linguistic theory must take into account the regularities and the possibility of making use of the regularities in varied ways. In our teaching practice, we should teach the students the grammar or the rules of a language; while on the other hand, we may let the students use language innovatively based on these rules. In my opinion, the teaching of the rules should be put at the highest position, because without a solid foundation of the English language it is hard to imagine how students will effectively communicate at high levels.

Because of the intricacies a language possesses, we cannot ask a language teaching theory to cover all the aspects of a language. Since it is impossible for a theory of language to do justice to the whole of a language, all language teaching theories have to sacrifice some aspects of language in order to highlight others. Though linguistics cannot present us a definite interpretation of language, it can help us to think critically and constructively about language, which makes possible the design of the most feasible and practical language teaching pedagogy.

4. Conclusion

The dual relationship between linguistics and language teaching is important for language pedagogy. The continuing developments in linguistic theory and in language teaching theory as well as the constant changes in the language itself demand the permanent study of language and the relations between linguistic theory and language teaching or language pedagogy.

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Education and Transformation of Underachievers in Colleges and Universities

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Abstract

Education and transformation of underachievers is one of focuses and difficulties in education and management of students in higher colleges and universities. Underachievers can be classified into four types of laggard ethic thought, laggard psychological quality, laggard behavioral habits and laggard academic performance. Formation of underachievers is not only due to themselves, but also is closely related to relations with the family, school and the society. Education and transformation of underachievers is a quite complicated and painstaking task, and it is required to mobilize a variety of power from the school, family and the society and to take some comprehensive measures of helping and educating with focus, institutional guarantee, driving by precursors and psychological assistance, etc, so that optimal effects can be achieved.

Keywords: Colleges and universities, Underachievers, Education, Transformation

In any organization or team, there always exist precursing and lagging. The issue of underachievers is the external subject in education, and is also a severe challenge for us to implement education for all-round development and to attempt to improve quality of education and teaching. Thus, lots of experts, scholars and teaching staff have made comprehensive and profound discussion and have put forward quite many opinions with original viewpoints and vivid measures. The author in this paper believes that, only if deep analysis is conducted in major types of underachievers, their performance, psychological characteristics and reasons underlying and only versatile, flexible and feasible educational measures are taken, can education and transformation of underachievers can put into practice.

1. Major types of underachievers

Underachievers refer to those students temporarily lagging behind in virtue, moral conduct or learning. There don't exist two completely identical individuals in the world, so existence of individual differences among underachievers is also a fact we have to be faced up with. According to personal characteristics and daily performance, underachievers can be classified into the following several types.

1.1 Underachievers lagging in ethic thought

In education for all-round development, ethic thought is the most important quality, and together with cultivation of scientific and cultural quality, such as knowledge quality, skill quality, psychological quality and physical quality, constitutes an organic whole of education for all-round development. A large majority of underachievers lag behind in their ethic thought. They lack a farseeing ambition, correct life goal and struggle direction, are biased in their philosophy of life and values, and are confounded with right and wrong, beauty and ugliness, good and evil, honor and dishonor. Some students are lacking in love, knowing a little about respecting the old and loving the young. Some students have serious trend of individualism, selfish, profiting themselves at the expense of others, unable to deal with relations between individualism and collectivism, individuals and others, and even between their parents and themselves. They are short of the most fundamental sense of responsibility and sense of obligation. Even some students are in defiance of morality, and violate law and discipline, which is often manifested in a desperate and dominated concept of the Hero, and concept of anarchic freedom and ungraceful concept of pleasure.

1.2 Underachievers lagging in psychological quality

Psychological quality usually refers to psychological traits in terms of emotion, will, interest and characteristics. Overall

condition of contemporary university students' personal psychological quality is healthy, but meanwhile, there also exist issues that cannot be neglected. Investigation and research on psychological health of university students in recent years indicate, quite a large majority of students have untoward effect and adjustment disorders in terms of psychology. The occurrence rate of psychological disease is up to approximately 30%, and continues to present an increasing trend, manifested as anxiety, coercing, terror, depression and neurasthenia, etc, obviously affecting health and growth of some students. For example, in dealing with relations with classmates, some students lay too much emphasis on emotion and are loyal to friends, so they usually fail to distinguish right from wrong, and act on emotion. Lability of affect exists among some students and they are often subject to changing moods. Some students have too serious inferiority complex, lacking in confidence, have no ambition at all, and always bow to superiority of others. Some students are too treasonous, keen on face-saving, so they fear and resist criticism from teachers and disdain from classmates, and have quite abnormal psychological reactance and psychological inversion.

1.3 Underachievers lagging in behavioral habits

University students have strong plasticity. At the beginning, a certain ill-natured behavior may be out of accident. However, with repetition of several times, this ill-natured behavior may become an ill-natured habit after being associated with certain need and satisfaction. Quite lots of underachievers frequently commit an error, which is caused by a certain ill-natured habit. Some students lack the concept of discipline, lax in life, fond of play, often late for school, leave early, even truant from school, and they learn to smoke, drink and even become addicted. Some students are indifferent to the concept of labor, without good work and rest habits, and pay no attention to hygiene. Some students are weak in will power, unable to control themselves, and often play computer games and become addicted to chat online. Some students violate school disciplines and regulations, haunt the playroom, video room, billiard room and song and dance hall. They often jumble together with disengaged persons in the society, stealing and fighting, and continually committing lapse.

1.4 Underachievers lagging in academic performance

Difficult learning is the most outstanding manifest among underachievers. Difficult learning means that academic performance goes down due to reasons of learning methods, learning motive, learning attitude and will, etc, although underachievers are normal in intelligence. Thus, their academic performance obviously lags behind that of other students, and causes them not to attain basic requirements stipulated by the school learning. Some students are lacking in a goal of their life, without exact learning motive and learning target, lacking in thirst for knowledge and curiosity, without any interest in learning, and lacking in learning motive. Some students don't grow up with perfect learning habits, without effective learning methods and their ability to learning is inadequate. Some students have no requirements on themselves, and they learn just to respond to the exams, their parents and teachers, without correct attitude and weary of studying.

The above four types are four manifest forms of underachievers, but there are no bright lines between them. One specific underachiever usually integrates several of the four types, centered with one or two types.

2. Realistic reasons for formation of underachievers

Reasons for formation of underachievers are extremely complicated, the following factors all contribute directly or indirectly to growth of students, such as, their psychological development process, growth experiences, learning and living background, family educational background, and interpersonal relation background ,etc. Even in the same learning and living environment, growth differences among students still exist objectively. An earnest analysis of reasons for formation of underachievers is the key to carry out the idea of "people oriented and to teach students according to their aptitude", to implement education and transformation and to facilitate healthy growth of underachievers. According to the author, the following four aspects have extremely importance significance on formation of underachievers.

2.1 Aspect of individual students

Individual conditions of students differ in thousands ways. Some students have physical handicap or psychological problems, and even if postnatal learning and living environment is quite favorable, their developmental potential is also restricted to a great extent. As time goes, disparity between them and other students become more and more obvious. Due to continual failure in learning, some students may feel inferiority complex; some may feel difficult to adapt themselves to the environment all at once as a result of dissatisfaction, so that a negative and idlesse feeling may be caused among them; some are weak in self-constraint due to addiction to play for a long time, lacking in perseverant patience and bullheaded self-control, etc. All these factors might lead to formation of underachievers.

2.2 Aspect of the family

Parents are the first teacher of their children, so their words and behaviors have an imperceptible influence upon their children. Quite lots of parents don't play a great role model for their children. Some parents are irritable, lacking in

patience in education on their children, and lack appropriate educational methods, so that psychological inversion is caused among children and education effect is greatly undermined. Some parents neglect communication with their children because they are involved in work, and they mistakenly believe that, it is enough to give the m financial support, and they know little and even nothing of conditions of their children. Then, “generation gap” is caused between parents and children, which makes it difficult to realize the significance of family education.

2.3 Aspect of the school

Formation of underachievers is closely interrelated with individual factors and family education. However, education and management of the school is also a reason that cannot be ignored. On one hand, after students are encountered with difficulties or commit an error, they will become underachievers soon if they don't get timely assistance and correction. And they even may “throw the handle after the blade”, and afterwards, are unable to recover after a set-back. On the other hand, ill-natured behavior and simple and crude teaching methods of part of teachers may also cause disdain feeling among students, which may cause them to be unable to learn without dedication.

2.4 Aspect of the society

The phenomena of deflection of general mood of the society, manufacturing the fake and fake traffic, cheating and pilferage overrun. And also, the phenomena of loss in weight, working exclusively for profit and putting money above everything else are widespread. In such a living environment, students mistakenly believe that it is useless to learn, and even if one has a diploma, as a matter of fact, he just ploughs the sand. Therefore, some students are short of correct philosophy of life, upward mobility, and even some cannot devote themselves to learning after they witness that some families profit a lot from producing a special product, so they begin to think about forsaking studies. Unhealthy phenomena in the society, such as, corruption and money worship, cause part of students to lose correct values and the idea of loving ease and detesting work is generated among them. Development of internet technology makes some harmful information widespread, and cause part of university students to be indulged, neglecting their studies.

3. Fundamental measures taken for education and transformation of underachievers

Education and transformation of underachievers is a quite tough and complicated task. According to teaching experiences for many years, the author believes that education and transformation of underachievers should commence with the following several aspects.

3.1 Concentration of power from the university, family and the society is the foundation for education and transformation of underachievers.

Influences of the family and the society on students are far beyond education in the university. For quite a long time, in terms of education on students, especially underachievers, integration of after-school education and intramural education is not adequate. The university earnestly admonishes positive education, whereas unhealthy ways and customers in the society have strong negative influences upon students. Therefore, to strengthen connection between the university, family and society and to concentrate power of the three is the important basis for education and transformation of students. On one hand, the university should take the initiative to communicate with parents, and regularly inform parents of students' conditions of learning, living and thinking by means of home visiting, written letter or telephone contact, etc. And especially, they should reflect behaviors of students in being late, absenteeism, and asking for leave, etc at the very first time. On the other hand, parents are required to send information back to the university about their basic conditions at home, so as to establish an effective channel to educate and manage students together by the university and the family. In addition, power of social education resources should be brought into full play, and such facilities as museum, science museum and patriotic education base should be utilized, also including model achievements of advanced individuals or groups of heroes and models, morality model and the disabled, which may generate impetus and influential effects on students, especially underachievers.

3.2 To heap and educate with focus is the basic measure taken for education and transformation of underachievers.

Here, there are two levels of connotation for help and education with focus. On one hand, the most laggard students among underachievers should be selected to help and educate, and on the other hand, major laggard aspects of underachievers should be helped and educated with focus.

George Elton Mayo, Founder of behavioral science, put forward in his Hawthorne experiment, “informal organization” exists in a formal organization, that is, a more complicated relationship system constituted by informal groups exist under cover of formal legal relations. As a matter of fact, the groups of underachievers tend to form several “informal organizations”. Leading characters in these organizations intensively reflect the common values and interests of a lot of underachievers, and enjoy high reputation and influencing force among underachievers. As an old saying goes, “To catch brigands, first catch their king”. In the process of education and transformation, leading characters of the “informal organization” constituted by underachievers naturally become the major targets of the work. Practitioners of education and management on students should, first of all, strengthen effective communication with “leading

characters” of this sort of students, lead them to studying hard, and pick off the cap of “leading” from underachievers, which will exert typical demonstration influence upon other underachievers, and will thoroughly collapse “informal organization” of underachievers.

Usually, obvious individual differences exist among underachievers, some lagging behind in academic performance, some in ethic thought and some are distempered in psychological quality, etc. Practitioners of education and management on students should bring out students’ strengths to make up for their weaknesses and should teach students based on their aptitude according to different characteristics of underachievers. As for students with defect in ethic quality and behavioral habits, the focus is to lead them to establish correct philosophy of life and values, to intensify the consciousness of abiding by discipline and social ethic concept, to learn self-discipline and self-management and to become students with civilized words and action, making forward progress and observe discipline. As for students laggard in academic performance, the focus is to lead them to correct their learning attitude, cultivate learning interest, often come to know their learning situation, strengthen supervision and check on their performance, and help them to improve their school performance. As for students with psychological problems and even psychological disease, the focus is to strengthen psychological and healthy education on them, cultivate their self-confidence, take appropriate measures of professional psychological regulation and intervening to rectify their ill-natured psychological condition and help them to surpass themselves, conquer themselves and reinvent themselves.

3.3 To play the precursing role is a powerful hand grip for education and transformation of underachievers.

If one sheep leaps over the ditch, all the rest will follow. Even underachievers have an onward prime motive at the bottom of their heart. Therefore, to carry forward uprightness, establish precursing examples and lead underachievers to learn from good examples with consciousness is a powerful hand grip for education and transformation of underachievers. Firstly, we should intensify construction of good class atmosphere and affect underachievers. To make clear the struggle target of the class and strive for “civilization class” and “example class”. To formulate acknowledged civilization behavior rules of the class and establish correct collectivism public opinions and concept of values. Students should be cultivated in their sense of group honor and sense of pride. They should be treated without any discrimination, and any class affair should be fair, open and just to avoid unhealthy practices and evil phenomena. It is proved, healthy class atmosphere can exert effective assimilation and edification effect upon underachievers, and can stimulate them to improve themselves and strive for progress. Secondly, to take as examples student pacesetters in learning and morality, and to bring their typical demonstration role into play. To propagandize their precursing examples to strengthen students’ concept of right and wrong, especially underachievers. To enable students to learn with direction, to pursue with target, to improve themselves with motive and to stimulate their upward mobility to change their current situation. Thirdly, to concentrate on exploring vivid examples of transformation and advancement among underachievers, and to intensify the persuasive force and infectivity of the examples. Especially, we should educate underachievers with examples of successful transformation of students surrounding them and students they are familiar with, enable them to come to realize their disadvantages, to realize the necessity and possibility of their behavior and to learn to overcome their defect and disadvantages.

3.4 To set up and amplify the system of help and education is a significant guarantee for education and transformation of underachievers.

Rules and regulations are procedures or behavioral principles required to followed by all, so institutional construction plays a more fundamental role in education and transformation of underachievers. Firstly, to establish obligation system of education and transformation of underachievers. After confirming the list of underachievers as the target of education and transformation, the school should appoint specific teachers and student practitioners to take charge of specific education and transformation task. Their obligations and tasks should be made clear, and they are required to come to a comprehensive understanding of students’ characteristics, disadvantages and advantages, to know about their manifest inside and outside the university, to conduct a deep analysis in their psychological and behavioral features, and to teach them based on their aptitude. Secondly, to establish a system of communication between leading cadre, student union officers and underachievers. Major leading personnel and all student practitioners in a college (department) should often talk with underachievers, and carefully keep records about a conversion. Through communication, they should understand underachievers’ thinking and psychological conditions, help them to come to deep recognition of themselves, reflect by themselves and to help them resolve their thinking perplexity and realistic problems. Thirdly, to establish a system of regular summary on education and transformation of underachievers. Each college (department) should track and investigate education and transformation of underachievers in a dynamic way, keep their archives carefully about the education and transformation, summarize experiences and feelings in communication about education and transformation of underachievers, improve disadvantages in the process and stimulate benign progress of education and transformation of underachievers.

3.5 To strengthen psychological assistance is the necessary means for education and transformation of underachievers.

To strengthen psychological and healthy education among university students is an important measure to carry out

education strategy of the CCP and to implement education for all-round development in a new situation, an important approach and means to promote overall development of university students and is a significant component of ethic education in higher colleges and universities. In education and transformation of underachievers, psychological and healthy education plays an irreplaceable role. Behavioral manifest of underachievers is usually closely related to their psychological conditions. Considering the objective situation of heavy psychological pressure and heavy thinking burden of underachievers, to strengthen psychological consultation for them, to cultivate their right personality and to improve their psychological quality is a necessary aspect for education and transformation of underachievers. Firstly, to apply means of test and investigation in psychological consulting, and to understand their psychological condition can provide evidence for education and transformation of underachievers. Secondly, to skillfully apply the skill of conversation in psychological consulting, and to improve effects of conversing with underachievers so as to effectively alter their thinking concept. Thirdly, to establish psychological archives of underachievers, to track their psychological consulting, to alleviate their psychological burden and pressure and to promote education and transformation of underachievers.

4. Several problems to be paid attention to in education and transformation of underachievers

According to Contemporary Educational Psychology, mutual respect is the most fundamental principle to improve all interpersonal relations. Only if educators really know and understand underachievers, respect their personality and treat each student equally, can underachievers deeply feel that, each word and action of teachers is out of their internal care and love, and is aimed to enable them to make progress continually and to improve their basic quality and comprehensive quality. Therefore, in the process of education and transformation of underachievers, we should pay special attention to the following several issues.

4.1 Underachievers should be treated with love.

Tao Xingzhi said, "The one who doesn't love his students cannot educate his students well." Love is the foundation and premise of education. Because underachievers have lots of shortcomings and defects, and assume heavy thinking burden, it is likely that they have an inferiority complex. Thus, education and management practitioners are required to love students from the bottom of their heart, without dislike, discrimination and alienating, and ask the collective to treat and help them in a correct way. Only if we cure the wound of their heart with warmth of our heart, rinse dirt of their spirit with nectar of our spirit, eliminate contrasting feelings of underachievers towards teachers, parents and classmates, can we carry out the transformation work. In daily life, I care about them in various aspects: in studying, I guide them with warmth; whenever they are faced up with difficulties, I always give them sincere help; whenever they have slight progress, I always encourage them in time; whenever they make a mistake, I always educate them with patience, so that they can feel love and care from the teacher and gradually put right mistakes and shortcomings. Self-esteem and collective sense of honor is an internal power for students to get forward and to attempt to overcome their shortcomings. The other side of underachievers' strong sense of inferiority is strong sense of self-esteem, with the two interweaving together. Educators should understand and respect personality and self esteem of underachievers and treat them with an equal attitude to let them feel respect and love from educators. From the perspective of psychology, if underachievers feel positive emotion, such as, happiness and trust in communication with teachers, they will be quite willing to listen to edification of educators, and to finish any task assigned by them. Otherwise, the opposite result will occur. Therefore, in the process of education and transformation of underachievers, educators should start from sincerely establishing and cultivating emotion with underachievers, go towards them, care about them and come to know them, and should especially pay attention to convincing people by emotion and sound reasoning to make them establish self-confidence and to combine education and self-education based on the basis of adequate understanding and trust.

4.2 Underachievers should be treated with patience.

In the process of growth and progress, it is normal for underachievers to repeat again and again. Since alteration of underachievers' thinking, improvement of their ethic quality and formation of their behavioral habits are similar to development of any other thing, which is a meandrous process, it is, by no means, a process of "reaching the goal in one move". One correct viewpoint can become one of students themselves only after repetition of several times, and one wrong behavior can also be corrected after criticism and education of several times. This requires us to be patient to our underachievers, to treat with repetition of the process of education of transformation in a correct way, to conduct further investigation into reasons of repetition, and to proceed with the work of repeated education with patience and perseverance.

4.3 Advantages of underachievers should be discovered and appreciated.

The American Psychologist William James says, "The most profound principle of humanity is to wish oneself to be appreciated". He also discovers that, one who hasn't been stimulated can only bring 20%-30% of his ability into play, whereas once he is stimulated, he can bring 80%-90% of his ability into play. Therefore, in the process of education and

transformation of underachievers, the significance of adequate commendation and stimulation seems extremely important. Student education and management practitioners should be good at seizing underachievers' "shining point" and trivial progress, and should give them affirmation, encouragement and praise in time to highlight their advantages and progress, to satisfy their self-esteem and normal psychological need, so as to overcome their inferiority complex, acquire courage and confidence to overcome shortcomings, and to create opportunities for education and transformation.

4.4 Different educational measures should be taken according to diversities of underachievers.

Acknowledgement of individual differences among students is a logic premise to carry out the principle of "people orientation". There doesn't exist a ready-made and fixed mode for education and transformation of underachievers. Thus, education and management practitioners should select flexible and effective educational measures, detect the breakthrough of education and seek for a key to unlock the soul lock to promote their education and transformation based on deep investigation, and considering age, personality, laggard aspects and degree and individual differences of consciousness, etc.

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New View of Postmodernism on Local Normal Universities' Postgraduate Education Reform in China

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Abstract

Postmodernism has risen from 60's of last century and had a wide range of influence on the world. However, to date, no consensus has been reached on its definition. While anchoring to "adaptation" and "development", postmodernism could be redefined. By analyzing problems existing in teaching objective, curriculum, teaching methods, result assessment of current local normal universities' postgraduate education in China, and taking advantage of the new view of postmodernism, four strategies for reform are provided.

Keywords: Postmodernism, Normal University, Postgraduate education, Reform, China

1. Analysis of postmodernism

To begin with, we will provide a brief background on postmodernism. Over the course of the past 50 years, postmodernism has emerged from one construction style, and then activated in almost every social field. This concept has been attracting great attention and was studied intensively. However, at the time of this writing, there is still no consensus on its definition. Most scholars in China tend to regard it as the antithesis of modernism. It denies center and identity, but advocates things that are anti-tradition, anti-rationalism, and anti-holistic (Wang, 1992, P151). Of course, the concept also considered to be true when specifically to the field of education.

However, we have different views on this point. We believe that neither it choose to abandon modernism completely, nor accept it partly is important. What is essential is the concept that it should be meaningful to individuals even to the whole society. Postmodernism is not only a concept but also a state of social existence. While enjoying great convenience brought by industrialization, serious problems such as environmental pollution, economic crisis, and so forth also disturbing us. Therefore, as a newly developed cultural trend, postmodernism should be anchored to "adaptation" and "development", rather than dogmatically reject something existed. Whatever benefit individuals and society, comply with the spirit of times should be accepted and developed by postmodernism, and then be included by it. In short, postmodernism is a kind of flexible and open existence, which highlighting "adaptation" and "development".

2. Problems in current local normal universities' postgraduate education in China

Though great achievement has been made, it is not without problems. This part will be followed by four major problems exist in current local normal universities' postgraduate education in China:

2.1 *The solely teaching objective does not fit well with diversity demands*

Traditional teaching objective of normal universities' postgraduate education in China is to train and deliver teaching and research professionals to universities and other academic institutions. This is obviously an academic-oriented object. Under the guidance of this goal, normal universities cultivated talents who just emerged a feature of uniform. This phenomenon is even more serious in local normal universities in China by now. However, diverse needs for high level talents not only needs for academic type, but also for some kind of application types, or compound types are brought forward by the developing job market. Therefore, a conclusion could be made that postgraduate students cultivated by our current local normal universities couldn't meet the needs of our society.

Moreover, what still requires consideration is that distinct individuals show different needs for advanced education. The author chose 123 postgraduate students from local normal universities of China by random sampling, who were mainly from six provinces of China, including Shandong, Shanxi, Anhui, Hebei, Hubei and Guangxi to conduct a sample survey. The data used in the following example was taken from it in which online surveys, interview method were used and the samples were asked to use forced choice testing method. This example clearly demonstrates that the number of students who choose to apply for postgraduate education because of their enthusiasm for doing research is 9 (7%); while the number of trainees who act in accordance with their parents' expectation is 3 (2%); there are 6 people (5%) who simply followed the herd, because other people took part in the Postgraduate Entrance Examination, they did so; the number of students who were interested in their majors is 9 (7%); and the ones who chose to further their study because of a temporary escape the pressure on employment are 27 people (22%); there are 39 people (32%) who with the expectation of finding better jobs to go on studying; the number of students who chose to further their study because they wanted to get themselves improved or explored the meaning of life is 9 (7%); and there are still 21 people (18%) chose for other reasons. This sampling result is somewhat represent the diverse needs of people who have intension of furthering their study. It is obvious that the academic-orientated goal is not enough for students in local normal universities of China.

2.2 *The rigidity curriculum could not meet flexible needs*

As referred to postgraduate curriculum of current local normal universities in China, three major problems have yet to be addressed:

2.2.1 *The attention paid to relationships between curriculums is not enough*

As is known to all, the development of modern science has led to a growing body of disciplinary branches, as well as the continuous differentiation of knowledge. The deepening of this trend has been studied previously (Gilliam & Kritsonis, 2007, p.7). high levels of fragmentation which allows persons to wander off into isolated academic communities that need not communicate with or try to understand others or attempt to assimilate new knowledge beyond their specialties. Fragmentation also affects the ways in which knowledge is delivered. Education is increasingly disseminated in bits and pieces with little regards for unity and purposes of colleges and universities. In all things at the postgraduate stage of local normal education in China, professional training and direction of the division is more detailed than universities did. Course arrangement is just limited to the professional direction which was chosen at the beginning of the entrancement. However, the world we live in is an extremely complex one. If we only focus on some particular branch of subject, that might result in a decline in the power of explanation to the world, and fall into a one-sided understanding to facts. In a word, Debbie & William (2008, p.2) expanded that in today's educational society, learning is fragmented into segmented constraints of subject matter with little or no connection to the real world.

2.2.2 *The elasticity of course arrangement is small*

In the respect of course arrangement, required courses especially required common courses in current local normal universities' postgraduate education in China are somewhat on the high side, make arrangements for learners and the opportunities to choose freely too few and less elastic. Take a first-year graduate student's course-arrangement of one local normal university for example, in accordance with lesson plans, students must attend required courses 28 hours per week, therein they must attend required common courses (including political, English language courses) for 15 hours. In other words, the first year postgraduate students in this university have to spend 5.6 hours a day on average during workday attending required courses, in which the common required courses would take 3 hours. This may result in insufficient time for learners to do professional research, moreover, it does not have enough scope for developing their individual personalities. Not all learners are the same, so there is no set curriculum programs for them. Though elective courses have been carried out in local normal universities now, the freedom of learners is still relatively low.

2.2.3 *The role of course orientation is not clear*

For a long time, there is a tendency in China's local normal universities' postgraduate education that their curriculum arrangement was just drew close blindly to the comprehensive educational institutions, but ignored the individuality of their own. Thus it seems that there is no difference between such two kinds of educational institutions. And what is peculiar to local normal universities was not highlighted, which led China's current local normal universities' postgraduate training into an embarrassing situation.

2.3 The closed training mode does not fit well with the diversity needs

With the rapid development of broadcasting satellite and the Internet, information explosion era is coming. Gilliam & Kritsonis (2007, p.7) hold that knowledge is lodged everywhere means higher education is rapidly losing its knowledge monopoly. Opening has become an irreversible trend. However, in openness mechanism, China's current local normal universities' postgraduate education is not in-depth, regardless of the in-house aspect, intercollegiate as well as international exchanges, and the degree to society. Such kind of relative isolate condition, closed schools and training model, on the one hand, will inevitably lead to repeated setup of resources within the education system and some unnecessary waste, on the other hand, out of the education system, because most people could only contact with a variety of information provided by non-formal mass media, but information could not be equated with knowledge. This condition creates the phenomenon that Internet users in China have some problems in gaining knowledge, such as the depth of knowledge usage is obviously insufficient and so forth.

With China's rapid economic development, the urbanization process is accelerating, people's demand for postgraduate education is becoming stronger and stronger. Take postgraduate students' enrollment in 2009 for example, according to Corps Channel of Xinhuanet news reports (Lee, 2009) though the planned enrollment of postgraduate has increase by 5% in 2009, with 409,500 people, compared with last year, admission rate for those taking the National Entrance Examination for MA/MS Candidates is still only 32.86%. In other words, if take the admission rate of candidates as the evaluation index, then there would be 2/3 of the learners' demand for attending postgraduate schools are not met. Therefore, the opennig trained mode reform for postgraduate institutions is imperative to lanuch.

2.4 The mechanical consequence management could not meet the open demands

Nowadays, most local normal universities' postgraduate education in China still use traditional paper-pencil test form for evaluations. However, this test method has much to be desired. On the one hand, Skinner (2008, p.5) hold that tests are unable to evaluate an individual's ability to work with people or determine an individual's work ethic. On the other hand, even if only refers to dimensions on Sternberg's Theory of Multiple Intelligences, this single and mechanical measurement method fell to pieces. A standardized measurement approach would make education into a machine to create identity, the result is just simply clone of knowledge. Graduate schools' too much concern on scores and awards will inevitably lead to some imperative to strengthen the prevailed *proposal*, this management method restrained learners from bringing their wisdom and creativity into full play.

Most traditional normal universities' master degree stage on postgraduate education in China requires three years, while doctor degree stage requires two or three years. In recent years, in order to meet demands for talent in society, a number of colleges and universities carried out educational system reform, one of its measures is to compress the master stage of cultivation time into two years. However, the effect is not satisfactory. So the educational system reform emerged a *back flow* trend, part of them changed back to three-year educational system again. In fact, whether two years or three years, there is a lack of flexibility. Neglecting their own individual differences in students, just proceed the postgraduate educational system reform at its external form, the necessary consequence cannot possibly achieve satisfactory results.

3. Inspiration from postmodernism

3.1 diversity reform on teaching objective

In view of analysing demands of society and individuals, postmodernists insist that local normal universities' postgraduate education should adapt to society as well as to learners. Their teaching objectives should not rigidly adhere to the single academic goal, but should adopt an open, flexible, pluralistic approach, so that both the academic and application-oriented objectives are included. Specifically, this could be achieved by developing graduate schools' autonomy to set their own teaching objectives. Because as the most direct entity around scholars and the talent market, graduate schools could heard the voices from their needs at the first time. Therefore, enhancing graduate schools' autonomy in setting their own teaching objectives will help to make diversity and practical goals quickly and accurately. In addition, it is also important for deciding how best to use their resources, more competitive, and more responsive to public and private incentives for quality and efficiency. (Schwartzman, 2002, p.3). Leading local normal universities' postgraduate education to transit from administrative control to service orientation.

3.2 flexible reform on curriculum

Postmodernists insist that the curriculum should be open, personalized and unique. The following points could be considered to introduce to curriculum reform in current local normal universities' postgraduate education: first, to break barriers between disciplines, try to find and strengthen the link between subject in preparation and teaching processes, as well as explore new integration point. Second, the course setting and arrangements should be conducive to the cultivation of individuality of postgraduate learners, take full account of learner's aptitude and interest, by providing students with some relative guidance such as vocational aptitude tests and so forth, they can obtain a full understanding of their own. All of these above could help students from local normal universities in China make their own choices. Third, the amount of elective courses should be added, so that students have more freedom on choice space. Forth, we

can consider setting up a number of transitional preparatory courses to meet the growing demands for local normal universities higher education. Fifth, it should prominent the characteristics of local normal universities, by analysing needs of the community for teachers, add some corresponding courses, do have their characteristics in education, rather than follow the comprehensive educational institutions blindly.

3.3 opening reform on training mode

Postmodernists advocate that local normal universities' postgraduate stage of training model should be from close to open. To strengthen interschool and international cooperation and exchanges in order to achieve resource sharing as well as mutual learning. Concretely speaking, this concept could be fulfilled through broad interschool and international academic cooperation and exchanges, holding more opening lectures to society, more diversity form of joint training of postgraduates, sharing software and hardware resources and make full use of Internet resources, providing free and open learning platform, opening classrooms and libraries.

3.4 diversity reform on consequence management

Under the guidance of postmodernism, we hold that academic evaluation and educational system should be in a more flexible state. It is necessary to introduce Socrates evaluation into current local normal universities' postgraduate education's evaluation mechanisms, and it is better to combine formative assessment with summative evaluation. To take elective credits combined with the introduction of core courses and flexible courses. Therein, core courses for the acquisition of subject content, which are considered to be the knowledge to act as a framework for disciplinary system. They are basic platform for further study in-depth, thus are compulsory ones. While flexible courses covers a wide range of scalability which show students with different perspectives and ways of thinking to consider professional issues, and bring fresh blood for professional research. These courses are free electives for learners. Everyone may graduate after get enough credits.

Moreover, it is necessary to be more flexible for organization management, change the traditional fixed classroom into a kind of dynamic ones, class members are made of students who choose the same course. This may contribute to create a broader communicating and learning platform for students, as well as a diverse atmosphere. Of course, matched with a corresponding degree application system, such as the time of degree application, should also be of greater flexibility.

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An Analysis of Conceptual Metaphor in Western Commercial Advertisements

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Abstract

This thesis makes a deep analysis of conceptual metaphor in western commercial advertisements and aims to deepen the understanding of the nature and manifestations of metaphor, to make it clear how conceptual metaphor works effectively in advertising for the purpose of persuading the audience into buying the products advertised, and to help Chinese advertisers realize the important roles of conceptual metaphors in advertising designs and originalities.

Keywords: Western commercial advertisements, Conceptual metaphor

1. Introduction

Two beer bottles snuggling up together, Cars shown as one's lovers, and a piece of soap presented as a packet of cigarettes—these are a few vivid and innovative examples of conceptual metaphor applied in western commercial advertisements. To attract viewers' attention, convey product information and promote their products, advertisers have increasingly used conceptual metaphor. Indeed, conceptual metaphor plays an important role in advertising, as Kövecses points out, “Part of the selling power of an advertisement depends on how well-chosen the conceptual metaphor is that the picture and/or the words used in the advertisement attempt to evoke in people. An appropriately selected metaphor may work wonders in promoting the sale of an item” (Kövecses, 2002:59).

The application of metaphor in advertising has aroused close attention paid by a few scholars and postgraduates home and abroad. In terms of research content, some scholars have only paid attention to verbal metaphor(e.g. Keiko Tanaka,1996), some have only emphasized pictorial metaphor(e.g. Charles Forceville,1996), but few people have studied both of them together; as for theoretical framework, some studies have dealt with single theoretical framework and there exist some defects in them. For instance, some studies have only proved that there certainly exist conceptual metaphors in advertising, but they have not revealed how conceptual metaphors work effectively in advertising for the purpose of persuading the audience into buying the products advertised(e.g. Lars Hermerén,1999; Fan Yingxia,2008), some researches have applied relevance theory to analyze metaphors in advertising, but they have interpreted metaphor as deriving strong and weak implicatures, and have not regarded it as mappings across conceptual domains (e.g. Wu Xiuming,2007). Therefore, this thesis tries to answer the following questions: how does the advertiser devise their advertisement under the guidance of conceptual metaphor? How does the audience read and interpret the conceptual metaphors in advertising? How does the advertiser guarantee to convey appropriate information to the audience when he designs advertisements?

2. Theoretical Framework

Two research frames provide the theoretical background for the thesis, namely 1) the nature, manifestations and working mechanism of metaphor, 2) relevance theory and metaphor in advertising

2.1 The Nature, Manifestations and working mechanism of Metaphor

Metaphor was traditionally viewed as a figure of speech characteristic of language alone. Linguists had massively studied this persuasive rhetoric in its verbal manifestations. With the increasing interest of cognitive scientists in the subject, however, metaphor has been redefined as a cognitive system that structures our thoughts and behavior rather than merely a language phenomenon. A new view of metaphor that challenged the powerful traditional view in a coherent and systematic way was first developed by George Lakoff and Mark Johnson who have put forward the well-known conceptual metaphor theory--CMT. In the book *Metaphors We Live By*, Lakoff and Johnson held that metaphor is pervasive in everyday life, not just in language, but in thought and action and the essence of metaphor is understanding and experiencing one kind of thing in terms of another" (Lakoff and Johnson 1980). In the book *The Contemporary Theory of Metaphor*, Lakoff claimed that metaphor is fundamentally conceptual, not linguistic, in nature, metaphorical language is a surface manifestation of conceptual metaphor and there are a great many ways in which conceptual metaphors can be made real." (Lakoff 1993). Lakoff and Johnson's results of study are considerably significant, since they not just indicate that metaphor is a cognitive means and a mode of thought, but also show if metaphors are fundamentally conceptual in nature, then they must manifest themselves in nonlinguistic areas other than linguistic area. In his book *Metaphor: A practical introduction*, Kövecses offered twelve cases where conceptual metaphors manifest themselves or are realized, such as movies and acting, cartoons, drawings, sculptures, buildings, advertisements, symbols, myths, and so on, but a good case in point is advertising, as "a major manifestation of conceptual metaphors are advertisements" (Kövecses 2002:59). Generally, advertisements are divided into verbal advertisements, pictorial advertisements, radio advertisements, television advertisements, etc. In this thesis, attention is only focused on verbal advertisements and pictorial advertisements, therefore, a manifestation of conceptual metaphors in verbal and pictorial advertisements are verbal metaphors and pictorial metaphors.

How does metaphor work? or what is working mechanism of metaphor, this is a controversial issue. In practice, the comparison theory, the substitution theory and the interaction theory all aim at interpreting the productive process of metaphorical meanings, namely, working mechanism of metaphor. These theories from different sides reveal some characteristics of working mechanism of metaphor (Shu Ding fang, 2002). According to Lakoff (1993), metaphors are mappings across conceptual domains, and each mapping is a fixed set of ontological correspondences between entities in a source domain and entities in a target domain.

2.2 Relevance theory and metaphor in advertising

In 1986, Sperber and Wilson co-authored a book *Relevance: Communication and Cognition*. Ever since the publication of the book, pragmatics in particular and other disciplines such as linguistics in general, philosophy, literature and psychology have been under the profound influence of relevance theory. Relevance theory is a theory of communication in general. Advertising is a form of communication which conveys effective information about products or services between the advertisers and the audience. Since advertising is a kind of communication between the advertiser and the prospective consumer, the relevance theory should in principle work for advertising as well. Sperber and Wilson hold that every act of communication is an ostensive-inferential process, therefore, advertising is also an ostensive-inferential process. For the advertiser, he should adopt various media as ostensive stimuli to make mutually manifest to the audience the informative intention about products advertised. For the audience, based on cognitive context, he should infer the informative intention conveyed by the advertiser. Advertising is a kind of communication which aims to persuade the addressee (the potential consumer) to buy the products or services advertised by the communicator (the advertiser) or to adopt the ideas advocated by the advertisement. In order to achieve this purpose, the advertiser surely has the intention to make manifest or more manifest to the potential consumer a set of assumptions which are related to the products or services or ideas he promotes. But only informative intention itself cannot fulfill the advertiser's goal for if only he has this informative intention but does not make it mutually manifest, this informative intention will never be perceived by the addressee. So when producing an advertisement, the advertiser invariably has a communicative intention. From this discussion we can see that the communication involved in advertising is ostensive—inferential communication in nature.

In order to persuade the audience into buying products advertised, the advertiser frequently deploys a variety of media. In verbal advertisements, phrases or sentences are used as ostensive stimuli; in pictorial advertisements, pictures are used as ostensive stimuli, and in Tv advertisements, music, colors, can be used as ostensive stimuli. Except for words, music, and pictures, figurative language can be also employed as ostensive stimuli, such as simile, exaggeration, metaphor, personification, and so on, for instance, a Chinese fertilizer company called Shandong Kingenta Ecological Engineering Co, Ltd. personifies its controlled release fertilizer as an expert. On account of the important roles of metaphor in advertising, it is unsurprising that the advertisers apply metaphor to advertising. Sperber and Wilson (2001: 153) view that attracting the audience's attention and directing the audience's attention to the communicator's informative intentions are two prerequisites for an ostensive stimulus. According to Sperber and Wilson, metaphors (and other forms of figurative language) are interpreted according to the same principles as literal utterances; they are

relevance-driven in nature and provide a richer set of inferences than literal utterances (Vyvyan Evans & Melanie Green 2006:459). By means of metaphors in advertising, the audience can obtain strong and weak implicatures about products advertised. In this way, metaphors reward the hearer's extra processing cost with a richer set of contextual effects than a literal utterance: 'the wider the range of potential implicatures and the greater the hearer's responsibility for constructing them, the more poetic the effect, the more creative the metaphor' (Sperber and Wilson 1995: 236).

In relevance theory, context is a considerably important concept that has to be mentioned in this thesis to make an analysis of conceptual metaphor in advertising. According to the traditional view, context is nearly an all-inclusive category which ranges from linguistic knowledge, knowledge about the world, social and cultural background where communication occurs to such situational elements as the time and place of communication, and the mode of communication. Traditionally, pragmatics regards the above-mentioned concrete situations as important basis for pragmatic inference, and views pragmatic inference as a comprehensive inferential process based on one's knowledge elements and concrete contextual elements. However, context based on the traditional view is not much helpful to the interpretation of the actual process of pragmatic inference, because it can not objectively reflect the psychological states of interlocutors when language is used. Pragmatic inference does not necessarily rely on concrete context because concrete context has been internalized and cognized by interlocutors based on experience or thought. The consequence of the internalization and cognization of pragmatic elements is cognitive context. Sperber and Wilson (2001:15) indicate that a context is a psychological construct, a subset of the hearer's assumptions about the world, or rather, the set of premises used in interpreting that utterance, and they also hold that cognitive context is a dynamic process and is chosen, not given.

According to the two theoretical frameworks, the following points of view are put forward in this thesis: Although conceptual metaphor theory is of great importance, there are a few defects in it. One of them is that it overlooks the restriction of cognitive context on the understanding of metaphor, therefore has no ideas to determine which mappings are selected and does not effectively bring into full play the specific persuasive roles of conceptual metaphors in advertising, while relevance interprets metaphor as deriving strong and weak implicatures and does not regard it as mappings across conceptual domains. Therefore, we can see relevance theory is complementary to conceptual metaphor theory, especially when conceptual metaphor is applied in advertising.

3. An Analysis of Conceptual Metaphor in West Commercial Advertisements

In terms of conceptual metaphor theory, this thesis presents some examples of cases where conceptual metaphor is used in western commercial advertisements: verbal advertisements and pictorial advertisements to make a deep analysis of conceptual metaphor, taking into account relevance theory being complementary to conceptual metaphor theory.

Example 1: OVER 200 YEARS OF CARERUL BREEDING PRODUCED THIS CHAMPION

------(Zhao Jing,1992)

Example 1 is the caption of a verbal advertisement for Hine X.O. At first sight, this caption will get the audience's attention because they are curious about what kind of champion that needs careful breeding for such a long time, namely over 200 years. Then the curiosity of the audience will be aroused so that they are likely to read the body of the advertisement to get further information. The body of the advertisement is as follows:

Every once in a while, a truly great horse. A horse destined to become a supreme champion on the racecourse and to pass into legend. A Ninjinsky or an Aride, a Red Rum or a Shirgar – superb animals who remain unchallenged in their lifetimes.

But perfection does not come about by chance. Such a horse is the result of the careful breeding of the bluest of bloodlines that can be traced for generations. And from the day of its birth, the young horse will be lovingly nurtured and cared for, meticulously shaped into a champion.

So it is with Hine X.O., the champion of fine cognacs, the choice of connoisseurs.

Established in heart of the Cognac region of France in 1763, the house of Hine has remained unswervingly faithful to the standards of quality set down by its founder, Thomas Hine.

Since the eighteenth century, every drop of Hine cognac has been lovingly matured under the watchful eye of one man, the cellarmaster, whose senses are his birthright and whose extraordinary talents can be traced back through six generations of the Hine family.

Hine X. O. – a thorough bred champion of maturity, delicacy and finesse. A cognac of incomparable quality, to be savoured with respect and infinite pleasure.

HINE leaves nothing to be desired.

After reading the body of the verbal advertisement, the audience get to know that the advertiser intends to say that Hine X.O is a superb horse like a Ninjinsky, an Aride, a Red Rum or a Shirgar, and he or she will get a structural metaphor:

HINE X.O IS A SUPERB HORSE, in which the target domain “HINE X.O” is partially structured, understood, performed, and talked about in terms of the source domain. In the case of the source domain, there are many features or assumptions, and what features or assumptions are mapped onto the target domain? Then some of the assumptions or mappings in the encyclopedic entry “a superb horse” will be highly activated based on contextual information. For example, a superb horse is a superb animal like a Ninjinsky, an Aride, a Red Rum or a Shirgar; a superb horse is a supreme champion on the racecourse and remains unchallenged in its lifetime; a great horse will be lovingly nurtured and cared for. All these assumptions are what we call implicated premises which should be provided by the reader. And then processing Example 1 in this extended context can make the audience get a couple of implicatures which are strongly expected by the advertiser:

- (1) a. Hine X.O has the best quality of fine cognacs.
- b. Hine X.O remains incomparable in fierce competitions.
- c. Hine X.O is produced by elaborate procedures .

However, the advertiser could not have intended (1) alone for the reason that if that is the case, he can save the reader’s while and effort by just saying it directly, thus increasing the relevance of his advertisement to the audience. So, the audience will definitely think that the advertiser intends more things rather than (1) by using this verbal metaphor as an ostensive stimulus. Then the audience may supply other implicated premises which are activated although not so highly activated as the implicated premises from which they get the strong implicatures in (1) such as “riding a superb horse can give you a feeling of maturity, dignity and delicacy,” “riding a great horse can give you infinite pleasure,” etc. The application of Example 1 in this enlarged context will make the audience get the access to deriving the implicated conclusions in (2).

- (2) a. Drinking Hine X.O can give you a feeling of maturity, dignity and delicacy.
- b. Drinking Hine X.O can give you indefinite pleasure.

These weak implicatures are activated by the advertiser, but the audience must take a large share of responsibility in deriving them. It is possible for different readers to get different weak implicatures to offset their extra processing effort and thus achieve optimal relevance. But the implicatures in (1) will be obtained by everyone who reads this advertisement, for they are strongly backed by the advertiser, and without the recovery of these implicatures, the communication would be a total failure. The derivation of the implicatures in (1) and (2) makes it possible for the audience to get the implicit meaning of this advertisement.

It is generally believed that different people possess different cognitive environments and processing abilities, and why the advertiser and we are so sure about that by reading the above example, the reader will not supply the following assumptions as the implicated premises:

- (3) a. Sometimes, a superb horse fails in a race.
- b. Riding a super horse can give you a possibility of being injured and in turn he gets the following implicated conclusions:
- (4) a. Sometimes, the quality of Hine X.O is somewhat lowered.
- b. Drinking too much Hine X.O does harm to your health.

can also be explained in the relevance theory. The cognitive principle of relevance states that human cognition tends to be geared to the maximization of relevance. The human cognitive system is structured in the way that it only picks out and processes the information which has the greatest positive cognitive effects for the smallest processing effort. What’s more, we have stated that it is mutually manifest to the advertiser and the audience that the advertiser is trying to persuade the audience to buy the promoted product or service, so the most relevant and processing worthwhile assumptions in this context will be the positive things related to a superb horse, not the negative things.

Example 2: Treat your lips with Estee Lander's new perfect lipstick. The secret is in our inclusive new Hydra moist Complex. It puts a true skin care-formula with a weightless “web” of lasting color. Laboratory tests show that the longer you wear it, the longer your lips stay moist, soft and comfortable. The most sensational place to wear satin on your lips.

------(Hu Wen hui, 2005)

This is an advertisement of promoting the sale of Estee Lander lipstick. In this advertisement, the advertiser means to advertise Estee Lander lipstick, impress consumers and persuade them into purchasing the product advertised. With a structural metaphor ESTEE LANDER LIPSTICK IS SATIN in his or her mind, the advertiser designed the verbal advertisement mentioned in Example 2 as a manifestation of the conceptual metaphor. According to the Relevance Theory account, the verbal advertisement is uttered by the advertiser as an ostensive stimulus, and consumers are licensed to assume that the advertiser is aiming for optimal relevance in uttering Example 2. Because the utterance is literally false (satin can not be literally worn on your lip), the literal interpretation is uninformative and therefore

irrelevant. Consumers therefore assume that the advertiser intends some other interpretation and draws upon encyclopaedic knowledge and contextual knowledge in order to construct an inference. According to the contextual information (Laboratory tests show that the longer you wear it, the longer your lips stay moist, soft and comfortable.), then the audience can further get the following assumptions:

- (1) a. Estee Lander lipstick makes your lip feel soft.
- b. Estee Lander lipstick makes your lip comfortable.

These implicatures are strongly backed by the advertiser for the reason that these are the first things which come to the audience's mind and are consistent with the principle of relevance, and if the advertiser does not intend these assumptions to be derived, he should have rephrased his utterance to eliminate them.

However, the audience's processing of the caption will not end here. They most probably will think that the communicator must have intended to convey something more than (1) if the relative indirectness of the utterance is to be justified. For the sake of finding more contextual effects to balance his effort in the processing of the metaphor, the audience are therefore encouraged to search for more implicatures: the advertiser wants to show that Estee Lander lipstick is colorful; Estee Lander lipstick is exquisite and so on. The audience will stop this kind of search until he thinks that his effort in processing this metaphor is fully rewarded.

Example 3: A pictorial advertisement about Lipton Ice Tea

Insert Figure 1 Here

This is an advertisement for Lipton Ice Tea. In the picture, there are two tall buildings, in front of which there stands a fireplug with the trademark of Lipton Ice Tea on it and there are some words at the bottom of the picture. From this, it is not difficult for the audience to get a structural metaphor: LIPTON ICE TEA IS A FIREPLUG

However, if judged only by this picture, the audience is still not sure of what the advertiser wants to say about Lipton Ice Tea, for "fireplug" can provide a wide range of assumptions, and without any further information, no specific assumption can become salient in the audience's cognitive environment, and thus the audience cannot achieve optimal relevance. So this metaphor should be put into some contexts if it wants to achieve optimal relevance. Then in order to draw the audience's attention to the main point the advertisement is driving at, the advertiser produces some words at the bottom of the picture: "Lipton Ice Tea. Puts out thirsty". Based on encyclopaedic knowledge, a fireplug is a tool used by firefighters to put out a fire, so "put out" is supposed to belong to the domain of FIREPLUG. To explain this point, a sentence is cited here from ADVANCED LEARNERS'S English-Chinese Dictionary (the 6th edition): *Firefighters soon put the fire out.* (Page 1401). However, in this ad, the phrase "put out" is used to structure the domain LIPTON ICE TEA: *Lipton Ice Tea puts out thirst.* In the above context, the audience can get the following strong implicature:

- (1) Lipton Ice Tea can quench your thirst.

We argued in the first part of this chapter that the pictorial metaphor is used as the ostensive stimulus, and if a phenomenon is to be an ostensive stimulus, it must achieve two points: it must be relevant enough to be worth the addressee's effort to process it; it is the most relevant one compatible with the communicator's abilities and preferences.

However this implicature (1) will not suffice the addressee's effort in processing the picture and it is not the most relevant one the communicator can produce. So the addressee will not be satisfied by recovering (1) alone. Since the addressee believes that the communicator is rational, there should be other things the advertiser intends to convey by using this pictorial metaphor. Then the addressee will continue to search in his encyclopedic entry for the assumptions related to the concept "fireplug" which can be successfully combined into another contextual information in the picture: Nobody is out because of blistering weather. He may get other implicatures:

- (2) a. Lipton Ice Tea must be a necessity wherever you go, especially in hot days.

With the recovering of these weak implicatures, the addressee's extra processing effort is awarded by the more contextual effects he achieves, and thus the ostensive stimulus successfully directs the addressee to optimal relevance.

Example 4: A pictorial advertisement about a car, Reddiamond

Insert Figure 2 Here

In Figure 2, the picture is dominated by the silhouettes of two people, a man and a woman, a ring, on the top of which there is a red car, a trademark, Reddiamond, and a verbal element. The position of a red car on a ring and the car's trademark, Reddiamond suffice to cue a structural metaphor CAR IS DIAMOND.

This picture will attract the audience's attention at first sight, for it goes against people's general knowledge. It is our common sense that a diamond is always attached to a ring, however, in this picture a red car is situated on the place where a diamond should ordinarily be expected. The consumers eagerly want to know why the red car is put on the

place of a diamond. Since this is a carefully designed ad, it is impossible for the advertiser to make a mistake by putting a red car there. If consumers look at the picture carefully, reading the verbal elements in the ad, they will see this is an ad about a car, Reddiamond. Then the audience can draw the conclusion that in this pictorial metaphor, the missing part is the secondary subject, a diamond. And thus the audience will find that the metaphor intended by the advertiser can be verbalized as "a car is a diamond"

This metaphor is rather creative, for we usually do not associate cars with diamonds. To ordinary people, cars and diamonds are totally two different things. But here, the audience will be forced by the communicator to see the resemblances between these two things since they believe by producing this metaphor the communicator is trying to make it optimally relevant to them. Then searching in their encyclopedic entries, the audience may find that a diamond is usually a symbol of beauty, nobleness and costliness. So the audience can get the strong implicature:

(1) Reddiamond are beautiful, noble and costly.

But (1) alone cannot compensate the effort the audience have spent in processing this metaphorical picture. The audience might still go on to search for more implicatures. After a careful observation, the audience will find the background of the picture has the lighting or just completely black, and both of them work very well, each giving a slightly different feel to the ad. The black tends to accentuate the ring more, while the lighting gives a more romantic, real feeling to the ad. The silhouette of the "couple" gives a sense of intimacy and romance, while strengthening the idea that this ad is directed towards couples. and the words, "Give her what she really wants this year" add an intimate element to the ad. This enlarged context will make the reader get the access to deriving the implicated conclusions in (2).

(1) Reddiamond gives a sense of intimacy and romance.

In this pictorial advertisement, the source domain DIAMOND possesses a number of features which vary from person to person. In order to make the audience understand what the advertisement really means, the advertiser provides a full context to help the audience to derive the advertiser's informative intention.

In this part, a deep analysis of conceptual metaphor has been made in two verbal advertisements and three pictorial advertisements to deepen the understanding of the nature and manifestations of metaphor, to make it clear how conceptual metaphor works effectively in advertising for the purpose of persuading the audience into buying the products advertised, and to help Chinese advertisers realize the important roles of conceptual metaphors in advertising designs and originalities.

4. Conclusion

Through the deep analysis of conceptual metaphors, this thesis has arrived at a conclusion that conceptual metaphor theory, combined with relevance theory being complementary to conceptual metaphor theory is able to interpret the specific persuasive roles of conceptual metaphors in commercial advertising.

First, the easily activated mappings between the two domains within metaphor provide a necessary bridge for pragmatic inference. The cognitive principle and communicative principle raised by relevance theory constrain the activated mappings within metaphor, deciding which mappings are activated in a given context.

Second, relevance theory holds that metaphor is interpreted as deriving strong and weak implicatures within it, neglecting a fact: metaphor, as a cognitive means and a mode of thought human beings employ frequently, differs from other figurative phenomena.

Third, the communication which occurs in advertising is ostensive-inferential in nature between advertisers and their audience. As a cognitive means, conceptual metaphors are applied by advertisers to design and produce advertisements. As manifestations of conceptual metaphors, verbal and pictorial metaphor are used as ostensive stimuli to attract and hold the audience's attention to the advertiser's informative intention. In advertising communication, the mapping process across conceptual domains within conceptual metaphor is the process of the audience's searching for optimal relevance in dynamic cognitive context and deriving the advertiser's communicative intension.

This thesis is only confined to verbal advertisements and pictorial advertisements in which conceptual metaphors play a very important role, but there exist some other forms of advertisements, such as radio advertisements, Tv advertisements, internet advertisements, etc. where conceptual metaphors are still an inseparable part. How do conceptual metaphors work in these advertisements deserves an insightful study in much broader fields of study.

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Figure 1.



Figure 2.



Study on Selection Index System of Leading Industries under Requirements of Sustainable Development Outlook

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Abstract

This article elaborates connotation and characteristics of leading industries, and summarizes selection norm of leading industries under requirements of sustainable development outlook. Then, the authors establish selection index system for leading industries and provide theoretical evidence for further rational determination of leading industries in economic development.

Keywords: Leading industry, Sustainable Development Outlook, Selection norm, Index system

1. Introduction

Leading industries have obvious forward, backward and side linkage effects in industrial economy system, and play a dominant and driving role for other industries, which decides that selection of leading industries has to correspond with development stage of regional economy and industrialization development level, and leading industries should have the fundamental conditions of self-development and the ability to drive economic development within the region. Selection of leading industries should fully reflect the principle of developing comparative advantages of all regions and industries and also the principle of competitive advantages, and satisfy basic requirements of sustainable development out, which has great significance to establishment of labor division system of rational regional industry and realization of sustainable and coordinated development of regional economy. Once a leading industry is selected, then the government will grant positive support to its development in the policy. Therefore, rational and scientific selection of regional leading industries means a lot to the investment department of the government.

2. Connotation and characteristics of leading industries

2.1 Connotation of leading industries

The notion of “leading industry” was proposed by the American economist W.Rostow and was further analyzed in a systematic way. He firstly used the notion of “leading industry” to replace the concept of “economic basic sector”, and in his cost theory of economic stages, he put forward systematically a relatively complete theoretical system of leading industries. Through differences in his study on efficiency of economic development in different countries, W.Rostow discovered that, at each stage in the process of economic growth, there were some industries that might drive development of other industries, which he termed as leading industries. Thus, he described relations between successive replacement of economic growth stages and successive changes of leading industries.

It is not difficult to discover from the miracle of successful economic recovery of Japan after World War II, formation and development of leading industries constitute a strong driving force for development of national economy. Especially for a developing country, existence of a rapidly developed leading industry directly determines success or failure of its economic surpassing strategy. According to analysis by W.Rostow, and based on development history of industries in Japan and Germany, etc, this article is going to attach new content to the notion of a leading industry. That is, leading industries refer to those industries which can effectively absorb new technical achievements in a particular historical period, have high growth rate and wide linkage effects, play a directive and driving role in industrial structure and economic development, and have expansive market prospect and technical progress capacity.

2.2 Characteristics of leading industries

The new concept of leading industries reflects the following significant characteristics. Firstly, leading industries are highly advanced in terms of technology, have the functions of competing outside and driving development of regional industries, and can maintain strong innovation capacity and sustained section growth rate. Secondly, leading industries function well, able to become industries that can satisfy internal demands of a region and assume exported-oriented functions and tasks, have strong diffusion effects on other industries within the region, able to drive growth of other industries by various means, and can exert extensively direct and indirect influences on growth of other industries. Finally, in terms of time, leading industries are time-phased, and may be replaced by other leading industries with continual conversion of regional economic development and with different periods of regional economic development.

3. Selection norm of leading industries under requirements of sustainable development outlook

3.1 The norm to correspond with economic development stages

As for substantive characteristics of leading industries, they are not selected artificially, but are automatically formed in the process of economic development due to favorable market prospect. Level of people's production and living demands determines stages of economic development and leading industries that play a dominant and driving role in each development stage. It is required that confirmation of leading industries should start from demands of the market, and have steady market demands and large capacity of the market, together with firm foundation and good development conditions. Emphasis on decisive effect of economic development stages on leading industries does not necessarily mean going through channels of development modes in advanced industrialized countries. When conditions are fulfilled, it is totally possible to break through limitations of development stages in a country and within a region, and to select most appropriate leading industries. However, if we artificially drive up stage levels of economic development, and select those industrial sectors as leading industries that don't have conditions of sustainable and speedy growth themselves and conditions to drive sustainable development of regional industries and economy, then not only the industries themselves are obstructed as a result of insufficient social demands, but they cannot generate associative effects on other sectors or drive their development because of inadequate association with other sectors. Therefore, selection of leading industries has to correspond with industrialization level and stages of economic development.

3.2 Norm of dynamically comparative advantages

All regions are different from each other in terms of natural resources, manpower resources, scientific resources and economic & technical conditions. Dynamically comparative advantages require us to start from objective regional economic advantages, to combine progressive process and corresponding potential capacity of industrial technology within a region based on the pattern of specialized labor division in all industrial regions and based on macro-industrial policies, to follow demand orientation, to make the most of advantages and to maximize favorable factors and minimize unfavorable factors to select regional leading industries that can bring comparative benefits. Besides, major development direction of leading industries should be regulated based on stages. Dynamically comparative advantages can be measured through a great many relative indices, specifically including:

$$\text{Location quotient of output} = \frac{\text{Ratio of output of an industry within the region to that in the whole country}}{\text{Ratio of population within the region to that in the whole country}} \quad (1)$$

If the value of this index is above 1, then it is indicated that, in addition to satisfying internal demands of the region, the industry is also involved in foreign trade. The large the ratio, the larger comparative advantages of the industry, and the higher its industrial specialization and characterization level.

$$\text{Specialization rate of output} = \frac{\text{Ratio of output of an industry within the region to that in the whole country}}{\text{Ratio of output of all industries within the region to that in the whole country}} \quad (2)$$

The larger the value of this index, the higher the specialization rate of the industry, so it has comparative advantages in the whole country.

$$\text{Contribution rate of an industry} = \frac{\text{Value added to output of an industry within the region}}{\text{Value added to output of all industries within the region}} \quad (3)$$

The larger the value of this index, the larger its contribution to economic development within the region.

3.3 Norm of economy of scale

Scale of an industry is an important symbol to measure industrial development, and it is not only reflection of current development level of the industry, but also lays a firm foundation for its development in the future. Whether an industry

is a leading industry is determined primarily by its development scale. Economic benefit of an industry is an important reflection of its development performance, because it is not only an objective reflection of its current business performance, but realistic reflection of its competitive strength. Economic benefit of an industry is an important index to evaluate whether it can be regarded as a leading industry. However, usually contradiction is inevitable between scale and benefit. An industry which is large in scale but lags in benefit can bring nothing but waste of social resources, whereas an industry which is small in scale but brings much benefit usually costs a lot in industrial training. Hence, a regional leading industry has to correspond with the norm of economy of scale, and an industry which has both an appropriate scale and a considerable economic benefit can be selected as a leading industry.

Indices to measure development scale of an industry

$$\text{Ratio of output scale} = \frac{\text{Output of an industry within the region}}{\text{Total output of all industries within the region}} \quad (4)$$

$$\text{Ratio of sales income} = \frac{\text{Sales income of an industry within the region}}{\text{Total sales income of all industries within the region}} \quad (5)$$

$$\text{Ratio of total assets} = \frac{\text{Total assets of an industry within the region}}{\text{Total assets of all industries within the region}} \quad (6)$$

$$\text{Amount of profit and tax} = \frac{\text{Profit and tax of an industry within the region}}{\text{Profit and tax of all industries within the region}} \quad (7)$$

$$\text{Fixed assets ratio} = \frac{\text{Total fixed assets of an industry within the region}}{\text{Total fixed assets of all industries within the region}} \quad (8)$$

The larger the value of the above five indices measuring development scale of an industry, the stronger its industrial advantages in scale.

Indices to measure economic benefit of an industry

$$\text{Labor productivity of total output} = \frac{\text{Total output of an industry within the region}}{\text{Average number of all employees in an industry within the region}} \quad (9)$$

$$\text{Output rate of fixed assets} = \frac{\text{Output of an industry within a region}}{\text{Total fixed assets of the industry within a region}} \quad (10)$$

$$\text{Profit-tax rate of output} = \frac{\text{Total profit-tax amount of an industry within a region}}{\text{Total output of all industries within a region}} \quad (11)$$

$$\text{Profitability of output} = \frac{\text{Sales profit of an industry within a region}}{\text{Total output of all industries within a region}} \quad (12)$$

The larger the value of the above four indices measuring economic benefit of an industry, the better its economic benefit.

3.4 Norm of industrial associative strength

Industrial association refers to technical structure and product demand structure between different industrial sectors in social production, and is a spatial structure condition of social productivity development. Industrial associative strength refers to diffusion degree of technical structure and product demand structure between different industries and the

degree of interdependence and mutual driving. Selection of a leading industry should give priority to those industries with strong industrial associative strength. Since leading industries have strong forward, backward and side linkage effects, development priority should be given to industries with high associative strength. Then, the leading industry can drive and promote development of other industries, so that the chain reaction may be generated in economic development and economic development can be accelerated. Indices to measure associative strength of an industry are as follows: the influence coefficient and sensitivity coefficient can be calculated by Leontief inverse matrix coefficient in the input-output table.

$$R = (I - A)^{-1}$$

R stands for Leontief inverse matrix coefficient; r_{ij} stands for elements in the i th row and j column of Leontief inverse matrix R , with an economic meaning of all due products in sector i for per unit final product in sector j .

Influence coefficient (RF_j), refers to degree of production changes in other relevant industries caused by production changes in an industry, that is, the degree of associative relation with other industries through supply.

$$RF_j = \left(\sum_{i=1}^n r_{ij} / n \right) / \left(\sum_{j=1}^n \sum_{i=1}^n r_{ij} / n \right)$$

Sensitivity coefficient (RB_j) refers to the degree of production changes in an industry caused by production changes in other industries which provide input products to the industry, that is, the degree of associative relation with other industries through demand.

$$RB_j = \left(\sum_{j=1}^n r_{ij} / n \right) / \left(\sum_{i=1}^n \sum_{j=1}^n r_{ij} / n \right)$$

If both of the above coefficients are larger than 1, then it is indicated that spread effect of the industry is larger than average value of all industries. Industries with significant spread effect should be selected as leading industries.

3.5 Norm of industrial development potential

Development potential here refers to the fact that, development of an industry has a broad prospect for economic growth of the society and can provide long-term influential strength for the overall development of industrial system. Based on this norm, in industrial construction, we should focus on selection and development of those industries that have significant meaning to overall development of the industrial system. Development potential of an industry is reflected in its market competitive strength and industrial growth. If a leading industry is going to play a dominant role and to drive development of other sectors, then first of all, it is required that its own products should have a broad market prospect and large capacity of the market, which is a precondition for its continual development and dominant role. Major indices to measure development potential of an industry are as follows:

Coefficient of income elasticity of demand: $e_i = \frac{\Delta Q_i / Q_i}{\Delta N_I / N_I}$

In the formula, $\Delta Q_i / Q_i$ refers to growth rate of demand on products of i th industry; $\Delta N_I / N_I$ refers to growth rate of income of national citizens.

If coefficient of income elasticity of demand is larger than 1, then it is indicated that an industry has high resilience; on the contrary, if coefficient of income elasticity of demand is smaller than 1, then it is indicated that the industry is lacking in resilience. Those industries with high resilience should be selected as leading industries.

$$\text{Market share} = \frac{\text{Annual sales income of products of an industry within a region}}{\text{Annual sales income of products of the industry in the whole country}} \quad (13)$$

The larger the value of this index, the larger its external demand strength, and the stronger its market competitive strength.

$$\text{Growth rate of output} = \frac{\text{Current output of an industry within a region-output of the industry at the same period the previous year}}{\text{Output of the industry at the same period the previous year}} \quad (14)$$

The larger the value of this index, the stronger its development capacity in economy.

$$\text{Growth rate of sales income} = \frac{\text{Current sales income of an industry within a region-sales income of the industry at the same period the previous year}}{\text{Sales income of the industry at the same period the previous year}} \quad (15)$$

The larger the value of the index, the stronger its growth potential and its sustainability.

$$\text{Comparative Labor Productivity} = \frac{\text{Ratio of output of an industry within a region to total output of all industries}}{\text{Ratio of labor force of the industry to total social labor force within the region}} \quad (16)$$

If the value of the index is larger than 1, then it is indicated that, labor productivity of the industry is above the average level of labor productivity of all industries within the region. The larger the value of the index, the higher the possibility of its labor productivity growth, and the faster the expansion of industrial market demand.

3.6 Norm of technical innovation

Technical progress and innovation is the motive and soul for sustainable development of modern economy under requirements of scientific outlook on development. Those industries with fast technical progress have huge potential to increase productivity, able to maintain fast growth within a period of time, save energy and materials, reduce cost, increase output, enhance quality, realize mass production and sales, and acquire economy of scale. Therefore, leading industries should reflect major direction and development trend of technical progress, and have strong potential of advanced technology. Then, they can facilitate speed of overall technical progress of all industries within a region, enhance labor productivity of all industries, increase technical value added of products, and occupy a favorable position in market competition. Indices to measure technical innovation of an industry is as follows:

$$\text{Contribution rate of technical progress} = \frac{\text{Growth rate of all output of an industry} - \alpha \times \text{growth rate of capital investment} - \beta \times \text{growth rate of labor force}}{\text{Growth rate of all output of the industry}} \quad (17)$$

In the formula, α stands for coefficient of income elasticity of capital (0.3-0.4) and β stands for coefficient of income elasticity of labor (0.7-0.6), $\alpha + \beta = 1$.

The index indicates contribution of technical progress factors to economic growth in addition to labor force and capital growth. The larger the value of the index, the larger its technical progress contribution rate.

$$\text{Growth rate of total factor productivity: } r = \sqrt[n]{\frac{L^t}{L^0}} - 1$$

In the formula, L^t stands for labor productivity of an industry in the report period; L^0 stands for labor productivity of the industry in the base period; n stands for the number of year intervals between report period and base period. Labor productivity refers to ratio of total output of the industry to total labor force of the industry.

Those industries with rapid rise in productivity have a production cost reduced rapidly, and such industries occupy more and more advantages in relative national income, qualified to be selected as leading industries.

3.7 Norm of sustainable development

Sustainable development outlook of economy requires that, selection of leading industries should not only consider economic factors, but also should take into account environmental and social factors to realize overall and harmonious development. Input factors of leading industries should be sustained within a long period of time, so that constancy of input and supply of leading industries can be guaranteed and sustained growth of economy can be ensured. Selection of leading industries for sustainable development of economy in a new era should highlight the concept of “green”, and give priority to those industries that have high output, low pollution and eliminate exhaust of environmental pollutants in production progress, in addition to consideration of economic efficiency. Development of leading industries should not be based at the cost of ecological environment, and should be based on comprehensive and deep analysis of their environmental impacts and resource consumption. At the same time, social stability and development provides healthy and favorable guarantee for sustainable development of economy, so economic development should also promote increase of people’s living conditions and progress of the society. Therefore, selection of leading industries should take into account all due contributions to social progress, and especially, evaluation of significance of industries should be conducted from the dimension of industrial human resource utilization.

Indices to measure industrial environment and sustainable development of the society include:

$$\text{Energy consumption per unit of output value} = \frac{\text{Energy consumption amount of an industry within a region}}{\text{Total output of the industry within a region}} \quad (18)$$

The smaller the value of the index, the fewer the energy consumed per unit of output value, the higher the degree of rationalization of energy structure and the higher the efficiency of energy utilization, which are requirements for leading industries in a new era.

$$\text{Employment absorption capacity} = \frac{\text{Quantity of employment of an industry within a region}}{\text{Total quantity of employment of all industries within a region}} \quad (19)$$

The larger the value of the index, the stronger its ability to allocate employment of social members and the more favorable for social stability and steady living of people, which are requirements for establishment of a harmonious society. That is, a leading industry should have strong ability to allocate employment.

$$\text{Per capita income proportion} = \frac{\text{Per capita income of an industry within a region}}{\text{Quantity of employment of all industries within the region}} \quad (20)$$

The larger the value of the index, the larger its contribution to people’s income resources and to guarantee and increase of people’s living conditions, which reflect contributions of the leading industry to the society.

$$\text{Investment and employment opportunities} = \frac{\text{Quantity of employment of an industry within a region}}{\text{Total investment amount of fixed assets of the industry}} \quad (21)$$

The larger the value of the index, the more the investment in the industry and the more opportunities to offer employment for the society, which reflect the driving force of the leading industry in upgrading civilization degree of a city, absorbing employment, encourage development of commerce and other service industries.

4. Establishment of selection index system of leading industries

Since there are various factors that affect selection of leading industries, we should first select corresponding indices with strong associative strength from complicated factors and variable indices based on definite norms and establish a comprehensive index system that can measure significance of leading industries. Then, a dependable platform can be established for selection of leading industries.

According to requirements of selection norms for leading industries, this article puts forward a set of selection index system for leading industries that corresponds to sustainable development of the society, as is shown in Figure 1.

Selection index system of regional leading industries takes into full consideration the selection norms of leading industries, and more specifically refines a comprehensive selection norm, which can be regarded as evidence for rational determination of leading industries.

5. Conclusion

Under requirements of sustainable development outlook, leading industries plays a highly driving role in economic development. A rational norm of selecting leading industries and establishment of effective selection index system contributes to more accurate positioning of leading industry structure, and to evaluation of development direction of leading industries, which can lay a foundation for better economic development.

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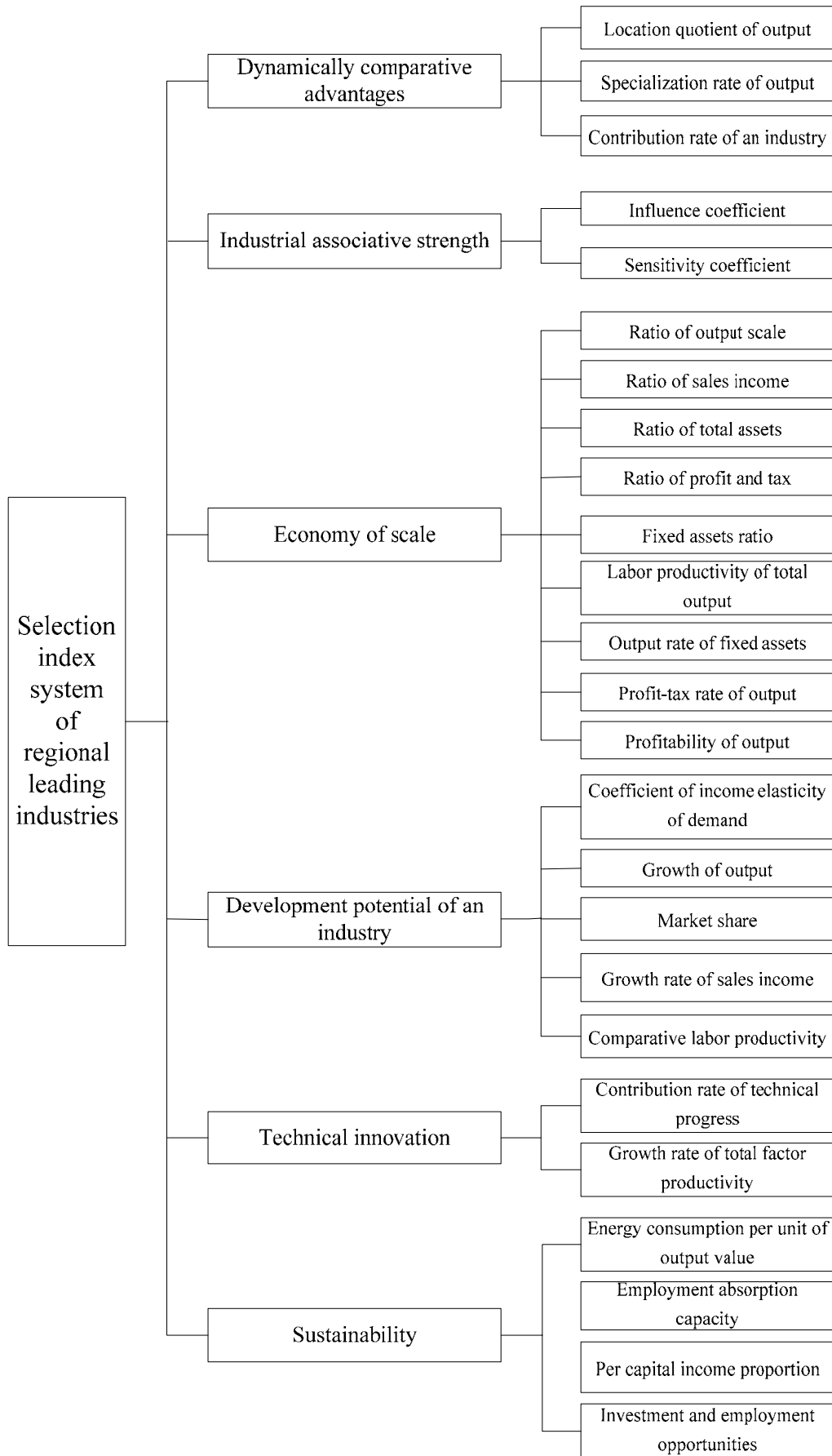


Figure 1. Selection index system of leading industries



The Characteristics of Violin Arts Developed in China

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Abstract

The performing art of violin was introduced, popularized and developed in China as the result of an economic and cultural exchange between the east and west. Chinese violin music has its unique characteristics, which is rooted from Chinese tradition music and philosophy bounded with western composing concept and rich violin techniques. The efforts by Chinese musicians and violin educators in the past decades have made violin become one of the most beloved western music instruments in China.

Keywords: China, Violin, Development, Characteristics

1. Introduction

Sponsored by State Scholarship Funds of China, I joined Sydney Conservatorium of Music as visiting scholar for a year. Besides attending academic activities, I also held a presentation and recital to introduce Chinese violin music on June 20, 2007 at Sydney Conservatorium of Music, Sydney University. The paper presented here is based on the lecture of that event.

2. History of Chinese Violin Development

The performing art of violin was introduced, popularized and developed in China as the result of an economic and cultural exchange between the east and west. As an ancient civilization society, China has its own rich traditional instruments and music. Violin was first introduced by French missionary Ludovicus Pernon at the end of the 17th century. It was played in small ensemble along with other western music instruments in emperor's palace. By the 19th century, Christian and Catholic churches became the centers of religious and music events. Besides the chorus, many churches also had various bands, which in turn promoted the western musical instruments including violin. The Shanghai Public Band founded in 1897 was the earliest brass band in China. It was then expanded to an orchestra in 1907.

Early in the 20th century, some students studied violin abroad. After the 1920s many world-renowned violinists, such as Fritz Kreisler, Jascha Heifetz, Jacques Thibaud, and Szymon Goldberg made performing tours to China. Those concerts demonstrated to Chinese people the beauty of this beloved western music instrument. More and more fine violinists from Europe and Russia came to China. They performed with Chinese orchestras and also played very important roles in Chinese violin education, which contributed tremendously to the development of the art of the violin in China.

Ma Sicong is the most important name in the history of Chinese violin. He is known as the pioneer of Chinese violin. Ma studied violin and composing in France in 1923. In 1930 he returned to China and founded the Guangzhou Conservatorium of Music. He also toured to other cities in China to perform, teach, and compose. He started to compose violin pieces with a Chinese traditional style. This has had a profound impact on Chinese violin music then and ever since.

World War II interrupted normal cultural activities. However violin was very popular in many small active theaters and bands. So by the end of war, violin became one of the most widely accepted western music instruments in China.

Since 1949, China's music education has been open to the world. Many musicians from other countries became guest faculties in China's music schools. China also sent more students to study abroad. New generations of violinists' talents are recognized by the international violin society; many of them won titles in various international competitions. Through the years China gradually established its unique violin education system in terms of pedagogy, curriculum, and research. Exploration of blending beautiful violin sound and rich techniques with Chinese traditional musical concepts

and elements led to many fine Chinese violin works including some of the pieces I played at the concert in Sydney Conservatorium of Music in June 2007.

Since the mid 1980s people's lives changed along with China's quickly growing economy. We see a new wave of learning violin. Pursuing a career in music is no longer the only goal for violin lessons. People now regard violin and music training as a very important educational process on children's growth. Today in China many elementary schools and even kindergartens have violin classes. Several thousand students participated in the 2006 Jiangsu Province violin audition.

3. Characteristics of Chinese Music

Chinese music is as old as Chinese civilization. When we discuss traditional Chinese music, usually we refer to the music of the Han Chinese, who makes up about 92% of the Chinese population. Modern Chinese music integrates folk music from China's many other ethnic groups.

Two different paths contributed to the Chinese music development: sophisticated literary class people created highbrow music for purifying one's thoughts, while ordinary working class people developed popular folk music for amusement.

3.1 *The Influence by Chinese Philosophy, Art and Literature*

Of primary significance is the fact that the music and philosophy of China have always been inseparably bonded. Except in special cases (such as free-rhythm introductions), most Chinese music is in duple rhythm pattern, which reflects the Confucian's "Doctrine of the Mean" that stresses moderation and balance. "The Mean" also shapes motives in traditional Chinese music with very few conflicts. The Chinese have traditionally shown a fondness for nature; and there are more music works depicting natural environment than those expressing human feelings.

Classical Chinese music is closely related to Chinese painting and poetry. For instance there usually is no obvious programmatic descriptions in the traditional painting for landscapes, but each part seems to have its own focus in such a manner that the variety of local character is in harmony with the whole picture, even the "empty parts". The same is true with the music, in which subtle impressions are conveyed through the use of harmonies and colorful instrumentation. Chinese vocal music developed from sung poems and verses with music. It is popular that many classical pieces have very poetic and sometimes philosophical titles.

3.2 *Structures and Styles*

Melody and timbre are prominent expressive features of Chinese music, and great emphasis is given to the proper articulation and decorations of each music tone. This is just like Chinese language that the same pronunciation with different tones represents different meaning, depending on whether it is a flat tone, or sliding from a lower to higher pitch or from the higher to the lower, or a combination. Therefore, one phrase in Chinese classical music is not simply a string of notes, but each note has its own life and meaning, depending on how you play it in the context.

Most Chinese music is based on the pentatonic scale. All traditional Chinese music is melodic rather than harmonic. The emphasis is on the melodic passage of the piece.

Many of the instrumental forms of Chinese music are monothematic. Even a suite is just a series of musical movements that are loosely connected. These movements may be independent selections that do not have an apparent melodic or rhythmic relationship, or they may be related for programmatic reasons. Unlike variations in Western music involving harmonic, rhythmic and melodic changes and embellishments, Chinese instrumental variations use identification motives that appear in the beginning and end of each movement. Again, except for these refrain motives; there might be no other relationship between the variations and the refrains or among the variations themselves. Sometimes, a movement appears several times among the other movements in a suite; this is considered a variation technique. Due to Western influence, ABA form has become in modern instrumental folk music.

3.3 *Music elements from other ethnic groups*

China is a multi-ethnic country. Different cultures, histories, physical environments, and linguistic rhythms make Chinese ethnic minority music diverse and colorful. The folk songs of minorities are often adapted by Chinese musicians to form the repertoire of Chinese music.

The most famous violin solo piece "Cherish the Memory of Hometown" is the 2nd movement from the "Inner Mongolia Suite" by Ma Sicong. The composer uses Mongolia folk song as primary theme, and incorporates western compositional techniques and Chinese traditional music language. This pioneer exploration of "west meets east" is well received by the audience and it becomes one of the most popular concert items since its premiere. The disconsolate opening expresses the feeling of missing home and family; followed by the E-Major middle section illustrating the sweet dream in which one is back to the hometown. The music ends with the cord of Diminished Seven as if it is reluctant to back to the reality.

Mongolia folk tune is also used as the main theme in Sha Hanqun's "The Madrigal". The free rhythm and harmonies in

the lower strings create a quiet, misty atmosphere, depicting such a beautiful scene: patches of soft clouds floating over meadows; shepherd singing to express his love of nature and homeland.

One of the most popular Chinese violin solo pieces is “Spring in Xinjiang” by Ma Yaozhong and Li Zhonghan, Xinjiang Province is in the far-west part of China bordered with Russia, and its music is strongly allied with central Asian traditional style. In this music the composers create the atmosphere of celebration in that region by identifiable melodic material; syncopated rhythm of Dap; and plucking of Dutar. Dap and Dutar are popular music instruments in Xinjiang area.

4. The Influence of Traditional Instruments on Chinese Violin Music

Chinese violin music is inevitably influenced by Chinese traditional music. Imitations of the sounds of Chinese instruments are often used to characterize Chinese motifs. It is common in Chinese violin pieces rich violin techniques fuse with some traditional instrumental techniques.

1). Erhu

The Erhu, sometimes known in the West as the "Chinese violin", is a member of the family of Chinese bowed string instruments. Erhu playing techniques, such as slides and vibrato, are often applied to Chinese violin music. We can find the examples of Erhu flavor from Li's “Fishermen's Song at Dusk” and lyrical sections in “The Butterfly Lovers Concerto” by Chen and He.

2). Xiao

Xiao is a Chinese vertical end-blown flute. It is generally made of dark brown bamboo. Its gentle sound is often used to present a peaceful and tranquil voice. Some Chinese violin pieces mimic the Xiao's characteristic sound by playing slides and slurs on D-string, such as the opening of Ma's “Cherish the Memory of Hometown”.

3). Dizi

Dizi, a Chinese transverse flute, is a major Chinese musical instrument, and is widely used in many genres of Chinese folk music. Unlike western flute, Dizi produces sound by using a distinctive resonating effect of a special membrane covering the hole, which makes it brighter and louder and adding harmonics to give the final tone a buzzing, nasal quality. Dizi has a relatively large range, covering about two-and-a-quarter octaves. There are many “Dizi sounds” that appear in Chinese violin music.

4). Suona

It has a distinctively loud and high-pitched sound, and is used frequently in Chinese traditional music ensembles, particularly those that perform outdoors. It is an important instrument in the folk music of northern China, where it has long been used for festivals, weddings, funeral processions, or military purposes. Suona is often used in combination with percussion in ensembles.

Suona inspirations are seen in Zhang Jingping's “Harvest Celebration”. For centuries the majority of the Chinese population has lived off the land, so the harvest celebration coming after a year of hard work has always been one of the great events in people's lives. Based on four short phrases, imitations of the Suona with boisterously beating drums, cymbals and gongs (suggested by the lower strings) make this piece sound merrily exciting. The rapid switches of meter and rhythm suggest the competitive improvisations typical of traditional Chinese celebrations. The music evokes images of the peasants singing and dancing with boundless joy. Similar rhythm and imitations are used in Mao Yuan's “Happy Chinese New Year” to depict people celebrating Chinese New Year.

5). Guqin

Guqin is the modern name for a plucked seven-string Chinese musical instrument of the zither family. Guqin is a very quiet instrument, with a range of about four octaves. Sounds are produced by plucking open strings, stopped strings, and harmonics. Stopped sounds are noteworthy for the variety of slides and ornaments used. The use of glissando — sliding tones — gives it a sound reminiscent of a pizzicato cello, fretless double bass or a slide guitar. Extended passages consisting entirely of harmonics are common. We see many Guqin like techniques used in “Cherish the Memory of Hometown” by Ma.

“Fishermen's Song at the Dusk” was originally written for Guqin. Violinist Li Guoquan successfully adapted the music for the violin. This elegant melody depicts the poetic scenery of the setting sun reflecting on the river and fishermen returning on small boats.

5. Chinese Violin Music Masterpiece

Concerto for the violin "*Liang Shanbo and Zhu Yingtai*", known outside China as "*The Butterfly Lovers concerto*", is one of the most famous works of Chinese violin music.

"*The Butterfly Lovers*" is China's most popular love story. The tale of fourth-century lovers who cannot marry because of different family backgrounds and are united only in death, when they are transformed into butterflies, has been called China's "Romeo and Juliet."

Liang Shanbo, a young man from a humble background, travels to Hangzhou to study. Along the way he meets an ambitious girl, Zhu Yingtai, who has disguised herself as a boy in order to gain admittance to the school. They become friends, and during the three years they spend together studying, Zhu Yingtai falls in love with Liang Shanbo, but she never reveals her true identity. After Zhu Yingtai returns home, she at first defies her father, when she learns that he has arranged for her to marry the son of a rich neighbor. When Liang Shanbo decides to make an unannounced visit to his friend from school, he is astonished and delighted to discover that Zhu Yingtai is in fact a girl. But when he learns of her marriage plans, he leaves in despair and dies of unhappiness. On the day of Zhu Yingtai's wedding, she insists on visiting Liang Shanbo's grave before the ceremony. A storm breaks out, the grave flies open, and she leaps in to join her beloved. After the storm passes, a rainbow appears, followed by two butterflies, who emerge from the flowers and fly off together.

The story of the Butterfly Lovers has been told and retold in various formats over the centuries. Perhaps the most popular treatment is this 1959 concerto, originally scored for violin and orchestra.

The Butterfly Lovers concerto was written jointly by Chen Gang and He Zhanhao, both had been exposed to European as well as Chinese music, and they were attracted to the idea of fusing their native musical language with the western symphonic tradition.

The Butterfly Lovers concerto is a continuous span of music in three sections (I. Love, II. Protest, III. Transfiguration). The first depicts the meeting of the students and the blossoming of love; the second portrays the defiance to arranged marriage; the third is the metamorphosis. The violin solo part represents Zhu Yingtai; the cello gives voice to Liang Shanbo. The composers' study of the classics of western European music has left its mark on the overall layout, harmony, and virtuosic solo writing of the concerto.

Acknowledgement

The lecture and recital was well accepted by the audience. I would like to thank the Sydney Conservatorium of Music providing me this opportunity to introduce Chinese violin music. Also I would like to express my deep sense of gratitude and appreciation to Professor Goetz Richter for his support and help throughout my stay in Sydney. Without his efforts this concert may not be carried to its final conclusion. Last but not least my many thanks go to all people whose efforts contributed to the happening of this event, especially the pianist Dr. Jeannell Carrigan.

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Talking about Ancient Chinese Commercial Advertising Styles

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Abstract

Ancient Chinese working people created a wide range of different advertising styles in the process of adapting themselves to and transforming nature, such as object ads, sound ads, sign ads, couplet ads, poetry ads, print ads and hall decoration ads, etc. These advertising forms reflect the folk customs of different stages of development and the ideology of all sectors of the ancient society and demonstrate a variety of advertising content and life information.

Keywords: Object ads, Sound ads, Sign ads, Couplet ads, Poetry ads, Print ads, Hall decoration ads

Human beings used simple chipped stones and polished stones, melt bronze and adopted iron tools. The labor efficiency had been continuously improved and the ability against nature enhanced too. The increased productivity and the surplus products provided the possibility for the exchanges of products and laid material foundation for the appearance of commercial advertising. This text will explore the styles or forms of commercial advertising in ancient China as the followings:

1. Object ads for bartering

Laborers of different walks of life will inevitably display their wares on the market for exchanges. The Book of Changes records,

“On the death of Bao-xi, there arose Shen-nong (in his place). He fashioned wood to form the share, and bent wood to make the plough-handle. The advantages of ploughing and weeding were then taught to all under heaven... He caused markets to be held at midday, thus bringing together all the people, and assembling in one place all their wares. They made their exchanges and retired, and every one having got what he wanted.”

From the above passage, we can see that “all people under heaven” carried their wares from all directions to gather in one place to trade and everyone got what they wanted and the exhibition of objects becomes the essential link in this process.

With the rise of the cities, business began to boom. And object ads gradually evolved to object-suspended ads. According to MengLiangLu written by Wu Zimu of Song Dynasty, restaurants and hotels of Hangzhou city at that time suspended grass gourd, silver spoon or silver bowl for advertising, which all were tools for scooping wine. Li Song in his Peddler and Children and Su Hanchen in his Picture of Street Vendors of Song Dynasty all gave specific descriptions of the varieties of goods on the street booth.

There are many similar forms of advertising. And the simplest and most primitive form of advertising had been continued in ancient Chinese society for thousands of years. So far, the simple display still can be found in people’s real life.

2. Sound Ads use sound to attract customers

Sound advertisement is a general term of three basic advertising forms of peddling, chiming and making noise to attract customers in ancient Chinese society. Peddling is one of the earliest forms of advertising. The other two forms of chiming and making noise develop from it.

The ancients continued to artistically adapt some monotonous selling skills in the long-term social and economic life. For example, art forms of poems or folk raps were borrowed with intonation and rhythm being melted to form a very rustic “intonating”, which really expresses the interest and charm in extraordinary life and the features of what is sold.

The selling rap in rhymed words with a strong connotation and characteristics became popular in the Song Dynasty.

There were varieties of rap forms in North and South Song Dynasty such as Changzhan, Xuexiangtan, Jiaoguzi and Xuexiangsheng, etc. These forms of Song Dynasty have been imitated repeatedly by the folk artists and gradually developed into a rap art welcomed by the common people. Origins of Objects says,

“If a thing is sold in the capital city, there must be rhymed sound in difference. Thus some city residents adopt the intonation and changed the words to make it become an enjoyable artistic form.”

Some advertising forms of adopting folk artistic raps such as the tune of street vendors, of selling second-hand clothes, and of selling pear sugar, etc are more appropriately considered to be cultural advertisement more than commercial advertisement.

Of the different sounds of attracting customs, in addition to the oral raps, making sounds with phonate instruments is one of the means people adopt for advertising. Phonate instrument marketing has other names of Daisheng or Huosheng, which means using the sounds that the instruments produce to replace oral selling or an advertising means adopted together with the oral selling.

Sound advertisement has various forms in the ancient society. Its name alone contains a wealth of cultural content. For example, old Beijing has famous eight silences, that is, barber, doctor, domestic tools repairer, those dealing with Juwan and Xiujiao, shoe-repairer, fan –repairer, and duster seller, etc. Thus these titles are derived such as a ringing iron carried by the hair-cut peddlers is called as Huantou; a copper and iron ring used by the doctors is named as Hucheng; a small gong used by the blind men is known as Baojunzhi; a iron plate in the hand of a person who grinds mirrors is called Jinggui; a iron in the hand of a whitemith is named as Naojie; a little gong hold by oil peddler is Chufangxiao; what food sellers hold is Quchan; and what the peddlers who sell things for girls is named Huanjiaoniang, etc. The above advertising forms, in addition to advertise their goods, reflect the rich cultural connotation and are marked with the deep imprint of the national culture.

Insert Figure 1 Here

3. Sign ads

The appearance of sign advertisements is directly related to the primitive totem worship. Its development is also closely linked to the differentiation of street selling and store selling. The sign advertisement, rich in folk culture, is the advertising form with the deepest national characteristics and is considered to be the carrier of ancient Chinese folk culture.

Shops in ancient times often suspended some pieces of cloths in front of the doors in order to attract the attention of customers, which are known as the signs. Sign advertisement often uses vivid images to express the good sold or services offered, easy for customers to accept. Sign advertisement probably can be divided into three types of image, symbol and word posters.

Image poster is to suspend a physical object for sale, or the amplified or the reduced model or just the picture of it to signify the features for advertising. The initial image poster is simple and intuitive. For example, a bast store hangs a bunch of bast. An image can be used to replace physical object, for example, a fish shop hangs several large wooden fish in front of the door to tell people that fish is sold here. Or using pictures replaces the physical objects, such as patterns of calabash or jar hung in front of a wine bar, etc. Because these posters have been used for quite a period, they have been gradually established to be the marks of the specific goods.

Symbol poster mainly refers to flag sign. Wine flags are usually in great number. Xin Qiji, the famous poet in South Song Dynasty wrote, “there are mountains in long or short distance, the cranking paths and the black flag indicates there are people who lives nearby”. The black flag of the mountain tavern is the wine flag poster. Another form of symbol poster is the lantern advertisement. There are detailed descriptions in Pubs of Menglianglu, saying,

“For example, in front of pubs or restaurants, branches or gardenia lanterns are suspended probably because in Five Dynasties emperor Guo traveled in Bianjing, all the tea houses or pubs must have been decorated like these. And now pubs or restaurants still follow the established custom”.

These words do not only show that in the period of emperor Guo of Five Dynasties, lantern advertisement turned up but also tell us that it was a custom in Song Dynasty for the tea houses or pubs or restaurants to suspend lanterns as posters to attract customers.

Insert Figure 2 Here

Written poster is considered to be the original form of signs or advertisements. It indicates the business category simply by using one or two Chinese characters and is usually hung in front of the door the same as other posters. In Pictures of Prosperous Jinling of the Ming Dynasty, a great number of written posters can be found, such as, posters of tea, wine, book, cap, medicine, and rice, etc. Patterns of clouds, money, dragon or happiness are adopted to decorate them to delight people. The color of posters is Chinese red to symbolize good luck, as bears rich folk characteristics.

4. Couplet ads with witty remarks

Couplet advertisement is an artistic form of combining couplet technique and advertising expression. Couplet ads can be found in shops or stores, restaurants or tea houses. They together with the businesses managed can reflect the characteristics of the industry and bear distinctive ethnic features. Couplet ads are the organic combination of commercial culture and advertisement.

Couplets originate in spring couplets, which come from Tao Fu. Wang Anshi wrote a poem of New Year's Day, saying, "Thousands of households feel happy in the bright sun. The old magic figures are replaced by new ones in sight." Chen Yunzhan of the Qing Dynasty in his *Zanyuanlou Essays* wrote,

"Spring couplets were first established by Ming Taizu, the first emperor of Ming Dynasty. In the capital city, just on the eve of the spring festival, royal edict came saying that doors of officials and common people should be posted up spring couplets for the emperor to appreciate when going out."

The next day, Ming Taizu went out in casual clothes and appreciated the couplets door by door. When he got to a door and found there was no couplets on it, he asked the reason. It turned out that the host was a sow gelder and an illiterate. Ming Taizu immediately wrote down the following words of "splitting up the path of life and death with two hands, cutting down the root of right and wrong" and presented it to the gelder. This pair of couplets was vivid and humorous. It advertised for the sow gelder to improve his popularity and made people appreciate the beauty of the Chinese words.

Couplet advertising is a clever use of words, so many scholars show great interests in them. Tang Bohu, the famous No. 1 Jiangnan gifted man, once wrote a pair of couplets for a company. It is read "business is prosperous like spring grass; financial resources are similar to the water well". The famous calligrapher Zhu Zhishan wrote couplets for a wine restaurant of that "nothing is in my charge but the restaurant; just enjoy the wine whether it is prosperous or not". A good couplet ad can not only make people appreciate the beauty of the words, but also improve the popularity of the businesses.

A lot of businesses use couplets for advertising. For instance, one of the theater ads is something like "do not sit ahead for listening to the play is quite better than viewing it. A man should consider its next step for he can walk up stage and down the stage." The couplet advertisement of an antique shop says "playing with antiques but not indulged in them. Living with antiques is only for love."

5. Poem advertisement makes excellent sentence and fine verse more famous

Poem advertising is a more mature form of numerous ancient Chinese advertisements. It can be divided into two types. One is that ads are mentioned in a poem and the other is that poems are used to publicize the features of goods and services.

The great poet Li Bai of the Tang Dynasty in one of his poems wrote "The wine of Lanling is full of fragrance of tulips. The wine in the jade bowl reflects the color of amber. It helps the host to fully entertain his guests, making them lose their way home." It is probably by far the first poem ad that we can confirm.

In the period of Shaosheng of the Song Dynasty, Su Dongpo once wrote a poem ad for an old woman who sold Sanzi, a kind of Chinese food. It goes that "the stuff is kneaded to be like jade and fried in yellow oil. It becomes soft yellow like the bracelet around a beautiful lady." The poem describes the product's features. Together with Su Dongpo's celebrity, it has attracted a large number of customers and from then on, the old woman's business began to boom.

In the period of Daoguang of the Qing Dynasty, the poet Yang Jingting once wrote a poem, *Capital Gate: A Hundred Poems*. The *Crystal Gao* is one of them. It advertised for the crystal Gao of Shaoxing. It goes, "it has Shaoxing favor with nice technique. The material of glutinous rice is soft like cream. Sweet and light, it is suitable and good to weak stomach. it is good for you to buy it when going to the market." This advertisement poem is even now a comparatively successful advertising example with enough promotion and description of the goods.

6. Interesting and funny ancient Chinese print advertisements

With the invention and application of Chinese printing, print advertising began to appear in ancient China. Ancient Chinese print advertisements include book and bookstore ads, ad pictures, wood-block New Year pictures, artistic illustrations, and other advertising forms. Print advertising is a new form with the emergence of engraving printing technique.

The earliest print advertisement in China is the engraving print ad of Liu's needle store in the North Song Dynasty. It has reasonable layout and rigorous composition. A myth is made as a logo to denote superior quality and technique of the product in order to win the confidence from the consumers in the product. This ad is the oldest print advertisement discovered in the world.

With the further development of China's printing, there appeared the copper plate and the movable type of print advertising. In the Yuan Dynasty, merchants began to print the ads on the wrapping paper. An advertisement printed in

paper was unearthed in Yuanling of Hunan Province. On the right it was printed vertically,

“Wei family is opposite to the Dani Temple of White Tower Street of Shengping block in Tanzhou. We produce the first-class bright red, purple and other oil paints. If you guests are willing to text them, you can find the difference. Please remember the tall red-letter sign in front of our house.”

On the left it was vertically printed,

“please notice the mark of credential font of Yuanrizu store”

This is the advertisement for a paint shop in Tanzhou. With concise statement, it indicates the full address of the store, the types of goods, the quality and features. It is a relatively complete and typical print advertisement.

In the Ming and Qing period, there appeared in China chromatic printing wooden New Year advertisements and posters, instruction sheet, etc. Since the emergence of print advertising, our earliest advertising designers have been particular about the design of layout in order to achieve the purpose of effective dissemination of advertising messages.

7. Ancient Chinese hall decoration advertisements with national characteristics

Hall decoration advertisement is generally used to indicate the ads with special decorations in the hall of a store, a pub or a tea house. The decorated shed, foliated gateway, flowers of all seasons, handwritings and paintings of some celebrities, and lanterns which can not only work as ornaments but also function as marks of industry are all the good cases in points. According to a book on history,

“Now the same is with the tea houses in Hangzhou. They have flowers of all seasons and paintings and handwritings of celebrities to decorate the houses.”

Restaurants always suspend the portraits of Drunken Master Liu Ling and Li Bai. Just because there exists such a type of advertisements, advertisements in ancient Chinese society are more artistically attractive with distinguishing features and folk cultural characteristics.

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Figure 1. Jinggui, Peddler's manual Yunluo,

Chuanbell (Hucheng), Bangzi



Figure 2. Wine poster



Classification of Public Signs and Their Characteristics

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Abstract

Public signs play a very important role in the life and work of the public, which facilitate the communication of people of different nations. Public signs have their own stylistic characteristics. This paper tries to analyze the linguistic features of English public sign expressions, aiming to classify them into different categories.

Keywords: Public signs, Characteristics, Classification

1. Introduction

It is well accepted that the translation of public signs is an indispensable part of communication materials. According to Duan Liancheng (1988), there are two kinds of materials: ordinary materials and formal materials. Ordinary materials aim to promote culture, including materials on politics, economy, society, culture and history, people's life, scenic spots and historic sites. Formal materials refer to official documents, formal talks and works of high-ranking officials, diplomatic talks, economic and trade contracts, legal instruments as well as scientific and technological exchange information.

In the process of the world-wide exchange, a systematic study on public signs and their translation will, no doubt, contribute a lot to the development of communication materials translation.

Public signs, from different perspectives, can be classified into different catalogues. From the perspective of material of which the sign is made, it can be classified as traditional signs (which are made of metal, paper, wood or directly written on walls) and non-traditional (or electronic, digital) ones; from the perspective of writing, they can be classified as that displayed in marks, pictures, words or the combination of these forms; from the perspective of function, they can be divided as directive signs, warning signs, prohibitive signs, etc; from the perspective of information state, they can be divided into static type and dynamic ones.

2. Classification of Public Static Signs in Information State

The information state embodied in public signs is a decisive factor for choosing and using part of speech in its C-E translation. In the following part, a systematic classification for public signs is presented from the perspective of information state.

2.1 Static Signs

Static signs usually deliver information in a static state. It mainly plays directive and serving functions and covers an extensive range of tourist attractions and service, business and sports facilities, culture facilities, healthcare facilities, religious buildings, educational institutions, organizations concerning foreign affairs, names of blocks and streets, etc. There are a great number of these static signs, and their translations are comparatively stable. For instance,

Internet Café; EXP'WAY; One Lane Bridge; International Departure; Taidong Pedestrian Mall; Maintenance Parking

2.2 Dynamic Signs

Opposed to the static signs, dynamic signs usually deliver information in a dynamic state. This kind of signs mainly serves to remind the public, compel or forbid them to take some sort of action. Dynamic signs are widely used in public facilities, emergency and the like. Compared with static signs, they are less in number but more flexible in translation.

Arrive; No Photographing; Give Way to Buses; Fasten Seat Belt While Seated

3. Functions of Public Signs

Public signs are pervasive in social life and have an enormous influence on every aspect of people's daily life. According to Ma Jianzhong (2006), public signs, by providing the service of information, meet social, behavioral and psychological demand of the public. Thus public signs can serve six functions as follows.

3.1 Directing

First of all, public signs bear the function of directing. They present the information of guiding services without any intention of compelling or restricting. Therefore, they mean offering the content of the service rather than requiring the public to do anything. Take the sign "Car Rental" as an example, it says that a car can be rented from this company or organization. If you need no car, you don't have to do anything. Therefore, the sign aims at offering some reference information to the public, and people may selectively choose to rent a car or not. In More examples of this like:

Toll Gate; Take Away; Baggage Claim; 24-Hour Self-service Bank

3.2 Prompting

There is no clear boundary between the function of prompting and that of directing except that the former carries the tone of reminding or warning. The prompting signs aim to call people's considerable attention to the things the signs denote. They are widely used on public occasions. This kind of public sign often adopts brief and euphemistic words and multiform sentence structure. With the information on a public sign, people know how to fulfill a task and it is up to the public to decide whether to carry out the task or not according to the specific situations. For example, "Wet Paint" is often seen near a freshly painted object and it reminds people not to touch the object, or they will be get painted. Here is another example, "Danger Deep Water". When people walk around a deep river or pool, such a sign informs them of the possible danger in case of falling into it. More examples:

Full Booked; Sterilized; Reserved; Maximum Height; Shark Sighted

3.3 Restricting

Restricting function is related to constraints and restrictions on readers, usually in a straightforward way, with no offensive or rude intention. In other words, restricting signs confine activities or actions of the related people with their chosen words, but do not imply impolite or rough attitude. This kind of public signs exclusively is applied to a certain group of people. For example,

Keep Right; Staff Only; Handicapped Only; No Entry without a Pass.

3.4 Compelling

The function of compelling bears a tougher tone. The compelling signs oblige the related people to take or not to take certain actions in a direct, forceful and tough language. The language of such signs is usually brief and compelling. The sentences are often imperative with negative words like "No", "Forbidden", and so on. In some contexts, people tend to observe the regulation without other choices. For instance,

No Honking; No Fishing Here; Don't Drink and Drive; Police Line Do Not Pass.

3.5 Advertising

The public signs serving for an advertising purpose are often seen in stores, supermarkets, trade and exhibition centers, business organizations and pedestrian malls. They can inform or remind existing customers and inform or persuade potential customers about the products or services that are offered. For instance, the sign "20% Off" on the windows of a store can attract passersby's attention and make them step into the store to see if there is anything they need.

On Sale; Daily Special; Time-honored Shop; Good to the Last Drop (Maxwell Coffee).

3.6 Public Interest Publicizing

Public interest publicizing is an integrated part of humanistic environment in a modern society. By persuading or advocating, it serves as a guide for the public. For example, with the popularization of people's consciousness of environmental protection, it is very common to spot such public signs as "No Economy without Environment" and "Only One Earth". Here are more examples:

Save Water; Yes to Life, No to Drug; Act Now, Save What's Left!; Working Together We Can Make a World of Difference.

4. Characteristics of Public Signs

Public signs belong to a practice variety and have some unique characteristics. They are as follows.

4.1 Noun Phrases, Verbal Phrases and Gerunds

As discussed in the first part, public signs, belonging to the static category, usually deliver information in a static state and they mainly play a directive and serving function. Nouns and noun phrases are preferred to show certain information directly and accurately. For example, The Customs; Pet Foods; Food & Beverage; Guest Lockers. When public signs perform the function of restricting and compelling, they mainly bear a dynamic feature. This kind of public signs is usually composed of verbs, verbal phrases or gerunds. Using verbs, verbal phrase and gerunds can make the language direct, simple and most important of all, powerful, such as Keep Distance; No Admittance; No Overtaking on Bridge; Look Around; Cross Buckle Up.

4.2 Abbreviated Form

Among all public signs, those related with public service and public facilities that are most commonly seen and expressed in abbreviations, which makes the signs simple and easy.

ATM; OTC; U Turn OK; 3-D Movies; VIP Suite; IDD

4.3 Simple Present Tense and Imperative Mood

Public signs are aimed to convey some kind of message with directive, restrictive, compelling, prompting, or advertising purposes or function to the public in a certain area, so simple present tense is preferred t. For example, Protect Against Heat; Beware Obstruction; Automatic Door Keep Moving.

Imperative mood is applied in public signs to give a compelling force. For example, Do Not Disturb; Keep Off the Grass; Stop on Red; Beware Pedestrians; Please Watch the Steps; Take Care, Not to Leave Things Behind.

4.4 Absence of Uncommonly-used Words

Public signs are to the public, including well-educated people and those with little education as well. Thus the use of commonly-seen words or phrases is strongly recommended and uncommonly-used words, slang and jargons should be avoided.

Detour; Fragile; Pay as You Go; Private Parking; Beach Closed; Taxi Picking-up Point.

4.5 Standardized Usage

Since public signs play such a significant role in the life of the public, any misinterpretation or misunderstanding will certainly result in negative consequences. Public signs in English, which is closely connected to people's daily life, are expressed in standardized forms and normative expressions that are formed in practical usage for years. The followings are some examples of this sort.

Fitting Room; National Park; Foreign Exchange; Two-Way Traffic; Baggage Depository.

4.6 Concise Wording

The wording of public signs is supposed to be compact. Verb tense, nouns, noun phrases and gerunds are especially the top priority. In addition, according to this rule as long as the intended function and meaning of signs are not affected, articles, pronouns, auxiliary verbs and so on can be omitted and thus only content words, core words or key words are used.

Danger!; Road Work; No Left Turn; Passengers Only; Please Pay Driver; Beverage Not Included

University Vehicles Only.

4.7 Capitalized Words

Generally speaking, in reality most English words in public signs are written in capitalized letters with no full stops, especially those with a small number of words. *Language Weekly* has generalized the basic rules of capitalizing words in signs: (from www.e-signs.info)

(a) Single-word signs capitalize every word according to international standard: EXIT, ENTRANCE.

(b) As to the names of institutions, capitalize initial letter of each word only: Bank of China.

(c) Ordinal numbers with abbreviated form is used in public sign: 3rd Ring Road.

This generalization may shed light on normalization of capitalizing sign words. But it is still an open question deserving more attention and further discussion.

4.8 Combination of Words and Graphic Symbols

Public signs with striking graphic symbols serve as an effective complement, confirmation and illustration to the written words and turn out to be the best result. The following graphic symbols are excerpted from the signs photographing in Qingdao:



5. Conclusion

To sum up, a conclusion can be drawn by analyzing the classification, functions and characteristics of public signs. That is, conciseness, accuracy and target-reader-orientation are the three basic factors in forming and making a public signs. These factors, at the same time, give some hints in translating public signs.

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Thoughts on Supervision over Biopharmaceuticals in China

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Abstract

In view of the present situation of China's biopharmaceutical industry and by analyzing the status quo of supervision in the fields of bio-pharmaceutical registration, production and circulation, this text tries to propose some appropriate measures for improvement. And some conclusions are made that supervision over biopharmaceutical industry must be continually improved; measures should be made by the State Food and Drug Administration to make the biopharmaceutical industry have a sound development.

Keywords: Biopharmaceutical, Present situation, Supervision, Suggestion

Bio-pharmaceutical industry is one of the most promising industries. The rapid development of biotechnology has produced a profound impact on human society. In recent years, gene technology, biology, bio-chips and transgenic technology, and the development of bio-medical technology have led to the rapid development of bio-pharmaceutical industry. The biopharmaceuticals has played an important role in promoting the social and economic development.

1. The present situation of the biopharmaceutical industry in China

Biopharmaceutical industry has greatest potential of development. The rapid growth of biotechnology has produced deep effects on the human society. Recently, gene technology, biology, biochip, transgenic technology and other biopharmaceutical technologies' development has brought along the rapid growth of biopharmaceutical industry. The biopharmaceutical helps to give a push to the social economy and development.

1.1 *The characteristics of the biopharmaceutical industry*

Biopharmaceutical industry is a high-tech industry with large investment, big risk but great profits. As a newly emerging industry, it is knowledge-intensive with high technology content, close cooperation and integration or penetration of many disciplines. Great amounts of money must be invested to build GMP and the cleanliness of the production environment is much more rigid than other ordinary drugs. There are uncertainties in every stage of producing biological medicine and any small failure of any link will result in the collapse of the whole. However, all the investment can be restored in two or three years after the biological medicine is promoted into the market and the rate of market return is extremely high.

1.2 *The output value of the biopharmaceutical industry in China in recent years*

Although research on biotechnological drugs in China started late, it has attracted more attention from the Chinese government. In June 2009, the office of the State Council issued Several Policies of Accelerating the Development of Bio-industry in China and pointed out that the biopharmaceutical field is the vital one for the development of modern biotechnology. (Note 1) According to National Development and Reform Commission, the central government has arranged 442 million Yuan to support the special construction of bio-medicine, bio-breeding, and bio-medical engineering. (Note 2)

After many years of development, the bio-medicine of China has obtained a very good foundation. The following is the status quo of China's biological and biochemical manufacturing sectors in recent years. The data show that China's bio-pharmaceutical industry has appeared a tendency of growth.

Insert Table 1 and Table 2 Here

1.3 The status quo of the main biopharmaceutical products in China

When the traditional Chinese medicine and the chemical drugs can not cure cancers, AIDS, hemophilia, and rare genetic diseases, the biopharmaceutical drugs have began to appear a promising market. Biopharmaceutical developments are mainly concentrated in several ways against diseases of tumor, neurodegenerative, autoimmune and coronary, and in studying and developing the blood substitutes.

1.3.1 Blood products

Of the current blood products, human albumin and human serum globulin are the dominant ones. However, China has low consumption capacity and there are relatively products of surplus. And the massive influx of imported products has given a great effect on this industry. Due to the intense market competition, some manufacturers resort to illegal means to reduce cost. In China, several products extracted from plasma have low comprehensive utilization. (Note 3)

1.3.2 Vaccine products

Market for vaccine products has got a rapid development in China. In 2005, sales volume exceeded 3 billion Yuan with an annual growth rate of about 15%, which was not only higher than the pharmaceutical market growth rate, but also higher than the global vaccine market growth rate. Preventive HB-vaccine made in China accounts for most of the domestic market. Most influenza vaccines are imported because vaccine made in China is backward compared with that in foreign countries in technology, process and stability. Thus it has small market share. (Note 4)

1.3.3 Recombinant products

The recombinant protein drugs China can produce are mainly recombinant human interferon, recombinant human erythropoietin, recombinant human granulocyte colony-stimulating factor, recombinant human interleukin and recombinant human growth hormone, etc. Recombinant products are of high technological content, but most of the products made in China are the imitations, indicating the insufficient capacity in exploration and development.

2. Supervising China's biopharmaceutical industry

2.1 The major sectors of supervising the biopharmaceutical industries in China

After Chinese State Council reformed its institution in 1998, State Drug Administration (SDA) was newly built in charge of the national drug management, supervising the different links of drug development, production, circulation, and adoption administratively and technically. To intensify the supervision, later provincial, city-level and county drug supervision and management administrations have been gradually established. National and provincial drug administrations are responsible for approving the declaration, registration, or certification of drug products while the city-level and county drug administrative departments are mainly in charge of the routine work of supervising the pharmaceutical companies and the production. State Food and Drug Administration (SFDA) is one of the organizations directly under the State Council and is in charge of drug administration and comprehensive supervision of the safety of food, medicine and cosmetics. China has no special biopharmaceutical regulatory administrations. The National Institute for the Control of Pharmaceutical and Biological Products is a direct unit under the State Food and Drug Administration, undertaking the registration and examination of biological products, and the lab work of rechecking the biological products registered. (Note 5)

2.2 The primary regulations of China's biopharmaceutical supervision

State Food and Drug Administration, according to legal procedures, has formulated some regulations such as Drug Control Law of the People's Republic of China, Provisions for Drug Registration, Good Clinical Practice, Good Manufacturing Practice, Good Supplying Practice, Provisions for Supervision of Drug Distribution, Measures for the Report and Monitor of Adverse Drug Reaction, Provisions for Prescription and Non-prescription Drug Administration, etc. These regulations involve all the aspects of bio-pharmaceutical registration, production and circulation, etc.

2.3 The status quo of supervising biopharmaceutical industry in China

2.3.1 The status quo of supervising the biopharmaceutical drug registration

The State Food and Drug Administration is in charge of the national biopharmaceutical registration and management. And the provincial or autonomous regional or municipal food and drug supervision and management departments are authorized by the State Food and Drug Administration to examine the integrity, normative and authenticity of the registration data.

Drug registration management is the starting point for drug supervision. Biopharmaceutical registration must follow the

Provisions for Drug Administration. The existing Provisions for Drug Administration have been implemented since October 1, 2007. In 2002, a pilot version was introduced and in 2005 it was officially announced. The existing one is based the amendment of 2005. This shows that China's drug registration management has been continuously bettered. Article 6 of the present Provisions for Drug Administration provides that drug registration should follow an open, fair and just principle. State Food and Drug Administration adopts such measures as the chief-examiner collective responsibility system, system of publicity and evading of related personnel, and system of accountability. In addition, acceptance, inspection, review, approval, delivery and other aspects are all under the social supervision. All these have not existed in the previous systems. There are special provisions about biological products in Provisions for Drug Administration. Biological products, or even the generic drugs, must be declared following the procedure of a new drug. Article 11 provides the needed pre-clinical studies of drugs before drug registration is raised, including the synthetic techniques, extraction methods, physical and chemical nature and purity, dosage selection, prescription screening, preparation technology, testing methods, quality indicators, stability, pharmacology, toxicology, and animal pharmacokinetic studies, etc. Biological products are stressed to include the sources of raw materials, quality standards, storage conditions, biological characteristics, genetic stability and immunology research of germ poison species, cell line, and biological tissue, etc. Article 36 provides that applicants can test the clinical drugs in accordance with the sample standard of clinical trials on his their own. They can also entrust a drug control institute according to the law. Vaccine products, blood products, and other biological products regulated by the State Food and Drug Administration must be tested by those drug control institutes appointed by the State Food and Drug Administration. In July 2004, Managerial Methods on Inspection and Approval of Manufactured and Imported Bio-Pharmaceutical Products was formulated. And in October 2005, technological guiding principles such as Technological Guiding Principles of Pre-clinical Protective Vaccine Research, Technological Guiding Principles of Pre-clinical and Clinical Research of Combined Vaccine, Technological Guiding Principles of Quality Control and Clinical Research of Combined Vaccine, Guiding Principles of Grading Standard of Adverse Reaction to Protective Clinical Vaccine have been formulated. Great emphasis in biological products in China can be traced in these regulations.

Provisions for Drug Administration have played an important role in regulating drugs and evaluating biological products. However, in the implementation process some problems appeared of the low standard of rechecking and approving drug registration, resulting in less enthusiasm from the enterprises of creating new drugs. Some so-called new drugs are only renamed on the basis of the original drug by changing dosage form, route of taking medicine, and other irrelevant accessories before they are declared registration of new drugs. These drugs are always renamed to obtain higher pricing after they are promoted into the market. There exist non-standard operations in approval process of drug registration in China. A case in point is that the re-examination of the raw materials, the on-site assessment, and the appraisal process are not publicized. (Zhang, 2009, 28:223)

In addition, China has few research bases for biological drug registration and administration, which are of relatively low professional level. Clinical research abroad is of multi-central, randomized, double-blind, and long-term large-scale study while clinical study in China of the similar size is of small number. Large differences exist in comparison to those abroad in the new clinical methods and application. Some enterprises forged clinical materials, and some checkers are lack of professional abilities and experience. All these have become the potential hazards of China's biopharmaceutical products. (Yang, 2003, pp. 97-99)

2.3.2 The status quo of supervising biopharmaceutical production

To ensure the biopharmaceutical quality and safety in the process of production, the biopharmaceutical manufacturing enterprises must be obliged to abide by the Good Manufacturing Practice (GMP). In addition, the State Food and Drug Administration, to further standardize the quality control of biological products, in April 2009, announced that in the process of manufacturing biological products, as to the use of solvents, antibiotics and preservatives, strict regulations are made to determine the batching, sub-granting and batching number. As for specification for drug quality control, there are special requirements for biological products. Penicillin and other high-allergenic drugs should be in an independent workshop with specialized equipment. The processing and filling and storing of toxic species for production or for other purposes, live vaccines and inactivated vaccines, blood products and preventive products must be strictly separated. The acceptance, storage, application and destruction of toxic species of bacteria should abide by the regulations about the storage of microbial trains in China. Since August 2004, Measures for Supervision and Administration of Drug Manufacture has begun to be carried out. It provides that injection, biological products (excluding vaccine products and blood products) and application for inter-provincial commissioned production of drugs are accepted and approved by the State Food and Drug Administration. Vaccine products, blood products and other drugs regulated by the State Food and Drug Administration should not be commissioned to produce. In October 2005, Guiding Principles of Management and Technique Changes in Biological Production, Guiding Principle of Peptide Vaccine Production and Quality Control Technology were formulated. (Note 6)

China's biopharmaceutical enterprises are obliged to pass the GMP certification. However, in this process, some

companies forged the application materials. Some companies spent a lot of manpower and material resources to meet the requirements of GMP certification. But once they pass the authentication, they go back to what they were again.

Anhui Huayuan Biopharmaceutical Co., Ltd. passed the state authentication in 1999. In June 2006, its clindamycin phosphate glucose injection (Xinfu) had 81 cases of adverse events and caused eleven deaths. Investigation shows that the company's product of Xinfu injection failed to follow the approved parameters of sterilization by lowering the temperature, thus reducing the sterilization effect. The Chinese Drugs and Pharmaceutical Products Verification Institute made the inspection and declared that sterility and pyrogen were not in line with what has been regulated. Bai Yi Pharmaceutical Co., Ltd. of Guangdong passed GMP certification in November 24, 2006. In the drug inspection run by the State Food and Drug Administration, some products of intravenous human immunoglobulin produced in December 2006 could not provide an effective and complete record of production and inspection. And part of the intravenous injections of human immunoglobulin led to positive HCV antibody patients. These events show that there is vulnerability in China's biopharmaceutical regulation of GMP.

2.3.3 The status quo of supervising bio-pharmaceutical distribution and utilization

Regulation of drug business requires that retail chain enterprises, wholesale enterprises, large-scale retail enterprises must pass the GSP certification. Before the end of 2004 all pharmacies must comply with the requirements of GSP, or they were not allowed to sell drugs. But in fact, there are still some retailers purchase drugs through unlawful channels, which makes counterfeit and poor quality drugs reach the patients through pharmacies. The pharmacy staff has less professional knowledge about biological products. For instance, vaccines and insulin must be stored in a specific temperature; otherwise, they will lose their activity. Licensed pharmacists are not always there to give a significant instruction for proper drug use. Drug supervisors give a routine test check, which does not fundamentally solve the problem. It seems that licensed pharmacists only exist in name. Biological products are mostly prescription medicine. They are available followed by physicians' prescription. But now people are easy to get any medicine as they like at a drugstore for prescriptions are not needed there, except the special drugs under the special supervision. Proper use of drug can not be guaranteed. And drug abuse does not only waste drug resources, but also causes serious drug resistance.

3. Suggestions on supervising China's biopharmaceutical industry

3.1 *renew the regulatory norms in time*

Biopharmaceutical drugs have developed rapidly, but some of China's regulatory laws are behind the times. For example, although Good Manufacturing Practice was released in June 1999, it has still been in use by now. Some provisions do not give specification so there is less operability. Since the Managing Measures of Approving New Biological Products was abolished, there has not appeared a new law or regulation yet.

3.2 *Specialized regulatory agencies over biological drugs should be established*

Biological drugs are special with high risk. Their production, storage, and even the application must be strictly required. FDA of the United States has set up Center for Biologics Evaluation and Research (CBER), whose major task is to assess the non-therapeutic biological products, including approving the registration of blood products and vaccines before they are marketed. China should also establish a special biopharmaceutical regulatory sector to give a professional supervision over the whole process of biological products so as to ensure the safety of biological drugs.

3.3 *Strengthening the routine supervision and management of biopharmaceutical products*

To strengthen the routine supervision over the production and distribution of biopharmaceutical enterprises, a special body should be set up with biopharmaceutical professionals. Attention should not only be paid to examination and approval. It is not all right for those enterprises to pass them. Through supervision and inspection, those biopharmaceutical enterprises dealing with the sale and production of biological drugs will be punished if they are of non-standard quality. Professionals majoring in biological medicine should be arranged to monitor the entire process. (Gao, 2007, pp. 869-870). The supervisors should be trained regularly to improve their professional standards in biopharmaceuticals. (Yan, 2003. pp. 14-15)

3.4 *Special laws concerning licensed pharmacist should be enacted.*

Since 1995 of pharmacist identification and examination, more people have entered the licensed pharmacist team. However, there are actually few people engaged in pharmacy and they can not play the supervisory role over the pharmacies. If law of licensed pharmacist is introduced, licensed pharmacist's status will be enhanced, to some extent, to be able to supervise the pharmacies.

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Notes

Note 1. <http://www.gov.cn>

Note 2. http://guba.hexun.com/000796_guba_8985246.html

Note 3. in 2008 bio-pharmaceutical industry risk analysis. Beijing Century Future Investment Consulting Co., Ltd., 2007

Note 4. China Industry Development Report. Beijing Economic Information Center Lixin Europe, 2008

Note 5. <http://www.sda.gov.cn>

Note 6. <http://www.sda.gov.cn>

Table 1. Earnings of China's biological and biochemical manufacturing industry in recent years

Time	Total output (million Yuan)	Increased by (%)	Sales income (Yuan)	Increased by (%)	Profit (Yuan)	Increased by (%)
In 2006	42247.899	21.78	39005.512	25.5	4130.633	14.06
1-11 in 2007	47703.454	19.92	44588.310	2.24	578.848	45.83
1-11 in 2008	69739.747	30.86	64284.143	29.81	7688.931	21.81

The data are from China Investment Consultant Net.

Table 2. Total output data of pharmaceutical industry from 2002 to 2007

Time	2002	2003	2004	2005	2006	2007
Total industrial output value (billion Yuan)	17.802	24.630	27.155	33.698	42.248	52.04
Sales Revenue (million Yuan)	16.035	22.337	24.895	30.313	39.056	44.588

The data are from National Bureau of Statistics.



A Social and Pragmatic Analysis of the Second Person Deixis *You*

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Abstract

Based on the researches on the person deixis by numerous scholars, this paper focuses on a social and pragmatic analysis of the second person deixis English. The results are applicable to adequate translation of *you*.

Keywords: Second person deixis, Social meaning, Pragmatic meaning

Person deixis is an important component of pragmatics. With reference to the addresser, the addressee and the third party involved in a conversation, person deixis indicate the social status, interpersonal relationship and other factors of the conversational parties.

Since Brown and Gilman (1960) initiated the study of person deixis. Numerous scholars have researched the issue from the perspectives of semantics, pragmatics, sociolinguistics and contrastive linguistics. Penelope Brown and Stephen Levinson (1979) examined how social factors are related to aspects of verbal interaction. The Chinese scholars have also studied deeply in the field of person deixis. He Ziran (1988, 1997) and He Zhaoxiong (1989, 2000) are chiefly devoted to the definition, classification and basic use of the deictic items. Chen Zhi'an and Peng Xuanwei (1994) apply the systemic and functional theories to the study of person deixis mainly on the lexical and grammatical level. Until the 1970s or 1980s, under the influence of discourse analysis, sociolinguists began to pay more attention to the social information about the addresser and addressee in the speech context. Huang Guowen (1999) makes a discourse analysis of the personal pronoun, while Tian Hailong (2001) conducts a sociolinguistic study of the choice between "we" and "wo-men" in modern Chinese monologues and finds that different addressers use the two personal pronouns at a different rate in expressing their ideas, which finding reflects a addresser's personality such as self-confidence and modesty. Du Xiaohong's paper (2003) probes the pragmatic effect and the artistic value of the unconventional choices of person deixis through an analysis of the unconventional use of person deixis in the *Scarlet Letter*.

Based on their researches, this paper focuses on a social and pragmatic analysis of the second person deixis English. The results of this analysis are applicable to adequate translation of *you*.

As to the second person deixis, many European languages have two forms of second person deixis. The so-called T-form is used to address intimate friends and relatives; while V-form is the plural form which is used for people one does not know or whom one treats with respect and deference (Duck, 1998). In Old English, there were a V form and a T form for the addressee, which contrast revealed much of the social information about the two parties in communication. Brown (1965) also notes that the choice of just one single word (thou or you) tells everyone about the addresser's status and familiarity relative to the other person and communicates something about the closeness or social distance of relationship between addresser and addressee. *You* is thus used to address a person superior to oneself in status. *Thou* is reserved for those of status lower than oneself. Besides, *thou* was also used as an insult indicating moral distance or inferiority when two persons were otherwise socially equal. On contrary, the V-form *you* can be used to satirize the addressee of a lower status.

For example:

[1] Tamburlaine: Here, Turk; wilt thou have a clean trencher?

Bajazeth: Ay, tyrant, and more meat.

Tamburlaine: Soft, sir! *You* must be dieted; too much eating will make you surfeit.

The dialogue is quoted from *Tamburlaine the Great* Part I act IV. Here the Turkish king Bajazeth is only a captive under the arrest of Tamburlaine, but Tamburlaine still uses the V-form *you* to refer to Bajazeth. It is obvious that Tamburlaine intends to humiliate Bajazeth other than show respect for him (Chen Zhi'an & Peng Xuanwei, 1994).

However, that contrast has now disappeared from modern English, leaving the social information about the two sides of communication understood in context. *You* is only the item for an addressee or addressees regardless of age, social status, gender, etc.. The use of *you* for an entity other than the addressee gives rise to various pragmatic meanings on different occasions, as will be seen in the following sections.

1. The disappearance of “thou” vs. “you” contrast and the various compensatory methods

In Old English, speakers first used “thou” and “ye” and later replaced “ye” with “you”. Brown and Gilman (1986:161) propose the use of T and V as signs for a familiar and a polite pronoun in any language. The T form in Old English--*thou* has disappeared from Modern English. The reason for the disappearance of the word is not quite clear. Yet, a popular version is that the disappearance of *thou* results from the tendency to pursue an egalitarian spirit since the seventeenth century, which has accordingly brought about the loss in the pronominal system. (Yang Yonglin, 2004: 87)

With the disappearance of the *thou* vs. *ye* contrast, the use of *you* alone is not capable of revealing social information. In different situations different social significance should be interpreted together with other context clues. When significant disparity in terms of age, social status, interpersonal relationship etc. does not exist between both parties in conversation, *you* equals the T-form. If great disparity exists, *you* used for the more powerful side equals the V-form. How to tell whether *you* is the T-form or the V-form depends on context. In referring to an inferior, or a familiar person, *you* in use is the T-form. In talking to a superior, or an unfamiliar person or on formal occasions, *you* in the utterance is the V-form. Normally there are many context clues, which can lead readers or hearers to a correct judgment of the relationship between the two sides in communication. From the sociolinguistic point of view, different linguistic means can be applied to perform the same communicative function, and in reverse, the same linguistic means can perform different communicative functions. In spite of the disappearance of *thou* from English pronominal system, social functions of the V form can still be performed by the following methods.

1.1 Use of “title+ family name”

By using “title + family name” together with “you” to refer to the addressee, the speaker shows reverence or certain distance to the addressee. Look at the following examples:

[2] a. Barbara: Oh there *you* are, *Mr. Shirley!* [between them] This is my father: I told *you* he was a Secularist, didn't I? Perhaps you'll be able to comfort one another. (*Major Barbara*, 1999:140)

b. Undershaft [Sardonically gallant]: *Mrs. Baines: you* are irresistible. I cant deny myself the satisfaction of making Bodger pay up. *You* shall have *your* five thousand pounds. (Ib, 1999:206)

In example [2] a., “you” is used together with “Mr. Shirley” by Barbara in introducing Shirley to her father. She is showing respect to Mr. Shirley in the face of her father. This form of addressing is often used by speakers in their first meeting. In example [1]b., Undershaft, a gentleman from the upper social class is showing respect to Mrs. Baines. This is a common practice by gentlemen in western societies, where the tradition of Lady first is prevalent.

1.2 Pronominal expression

The co-occurrence of *you* with pronominal expressions in the same utterance is often used to express a deferential meaning. As early as the 16th century the pronominal expression came into use in English to express the power semantic. Expressions like *Your Grace*, *Your Majesty*, *Your Honor* and *Your Eminence* fall into this category. Bloomfield (1933:256) said “The meaning of second-person substitutes is limited in some language by the circumstance that they are not used in deferential speech; instead, the hearer is designated by some honorific term (your Honor, your Excellency, your Majesty).” However, these honorific terms are restricted by the regular practice specific to English culture. The choice of honorific terms is determined by the contexts in which these terms are used and the identities of the referents to which the terms apply. *Your honor* is an honorific term to refer to the judge in courtroom, *Your Grace* to a bishop in ritual, and other terms like *Your Highness* to a prince or princess. (Yang Yonglin, 2004: 90)

1.3 Lexical items or syntactic patterns

Besides the above two cases in which *you* implies a deferential reading, the same interpretation can be achieved by using periphrastic expressions, modal verbs, and/or certain syntactic structures. Look at the following examples.

[3] a. Morrison: *May I* speak a word to *you, my lady?* (*Major Barbara*, 1999:54)

b. Undershaft: For me there is only one true morality; but it might not fit you, as you do not manufacture aerial battleships. There is only one true morality for every man; but every man has not the same true morality.

Lomax [overtaxed]: Would *you* mind saying that again? I didn't quite follow it. (Ib, 1999:74)

c. Cusins: *Let me advise you* to study Greek, *Mr. Undershaft*. Greek scholars are privileged men. Few of them know anything else; but their position is unchallengeable.... (Ib, 1999: 64)

In the above three examples, *you* alone actually does not show any deference. In [3]a, Morrison, the servant, lower in social status, uses a differential title *my lady* in addition to a modal verb *may* to show his reverence to his master Lady Britomart, who is assumed to be more powerful than him in terms of social status. In [3]b, Lomax uses a polite "*Would you mind ...?*" in asking his future father-in-law to repeat something. Undershaft is superior to Lomax in terms of age and social status. Thus power semantic predominates. Cusins in [3]c uses "let me advise you" together with "Mr. Undershaft" in addressing his future father-in-law. "Let me advise you" is a polite and indirect way of giving advice. On the one hand, he is showing due respect to Undershaft; on the other, he is showing that he is a well-educated and well-cultivated young man.

As a compensation for the loss of the V vs. T contrast in English, the above mentioned devices are often used in the following different situations for deference. Speakers from high social class tend to speak politely toward each other to show mutual respect as well as to indicate they are from high social classes. If an addressee is superior to a speaker in terms of age, wealth, descent, education, occupation and so on, he is normally addressed by *you* together with a deferential expression. On formal occasions, people also tend to use the deferential terms to address each other. In spite of the different social status, strangers on their first meeting often use a combination of *you* and a deferential term to refer to each other in order to be polite.

2. *You* for generic reference

There is a non-deictic use of *you* in which it does not refer to any particular person(s):

[4] a. You novel"know whatyou can do tillyou try.

b. You will be fined is you spit or litter.

Here *you* is used to talk about people generally, and is equivalent to the slightly formal *one*, a less prototypical member of the personal pronoun category (Pulinm & Huddleston,2005:103). According to the abovementioned two examples, it can be assumed that *you*, as a generic deictic item, is usually used to illustrate a common truth or a rule.

3. *You* as a T form

Let's now look at the context in which *you* is a T form. Generally speaking, *you* appearing in one of the following situations is a T form. An addressee may be inferior to a speaker in terms of age, wealth, descent, education, occupation and so on, and he will be addressed by a T form *you* in such a case. If the two speakers are on familiar terms, like husband and wife, family members, friends or those with shared fate, they tend to address each other with a T form *you*. The use of *you* as in a T form is far more complicated than what was discussed above. There is not enough space to do it justices. What was mentioned above are only some of the common uses.

Vocatives are noun phrases that refer to the addressee, but are not syntactically or semantically incorporated as the arguments of a predicate; they are rather set apart prosodically from the body of a sentence that may accompany them (Levinson,2001: 71). Less commonly, *you* is used as a vocative, usually as a deliberate insult and it is a T form *you*, as in the case of "Bill: *You* lie, *you* old soup Kitchener, *you*. There was a young man here. Did I offer to hit him or did I not?" (*Major Barbara*, 1999:116) and "Bill: I'm no gin drinker, *you* old liar;...An here I am, talkin to a rotten old blighter like *you* sted o givin her wot for..." (*Major Barbara*, 1999:120) Bill in the two examples is from lower social class, is not well-educated and is full of resentment and dissatisfaction toward society, which information is revealed in his use of *you* as a vocative.

The vocative *you* is used to attract the addressee 's attention, the implication of which is that: it is *you* that I am talking to. For example,

[5] Hey *you*, *you* just scratched my car with your Frisbee.

4. *You* in place of *I*

Besides referring to the addressee, *you* can also be used to refer to the speaker himself/herself in literary discourse as the interior monologue or free direct thought of modern fiction and as the soliloquy in drama (Wales, 1996: 72). The speaker's intention as realized by such replacement is to make the utterance less personal because the first person deictic items are always related to something personal or egocentric. Or possibly the speaker intends to remind the addressee to think in the speaker's position and understand or share the speaker's feelings. Look at the following example.

[6] Trapp: Yes, well, *you* can't... marry someone...when *you*'re in love with someone else. Can *you*? ... (*The Sound of Music*)

In confessing one's love to somebody to avoid the embarrassment of being refused, the speaker uses *you* instead of *I* to refer to himself to express his love indirectly. This may be partly due to the speaker's personality, who is somewhat shy and afraid of being hurt if rejected. The shift from the first person pronoun to the second person pronoun in referring to oneself enlarges the distance between the speaker and his choice of self-referring, thus making what he says about himself sound like talking about other people.

This study will help English learners improve the translation skills on the lexical level. We conclude that in translating *you* we should keep in mind that a correct understanding and proper translation of *you* cannot be achieved if context clues for the social and pragmatic meanings of *you* in a source language are not taken into consideration.

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Research on Three Error Types of Chinese Esl Learners' Acquisition of Passive Voice

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Abstract

This thesis aims to probe into the relationship between language transfer and the three error types of Chinese ESL learners' acquisition of passive voice. On the basis of analysis of the result of a self-designed test, I come to a conclusion that under-passivization is the main characteristic of Chinese learner's passive acquisition and negative transfer has a strong effect on Chinese learners' acquisition of passive voice.

Keywords: Language transfer, Acquisition, Passive voice, Error types

1. Language transfer

Language Transfer has been a central issue in second language acquisition and language teaching for at least a century. In the 1950s, it was often deemed the most important factor to consider in theories of second language learning as well as in approaches to second language teaching. In the 1960s, its importance waned as learners' errors were seen not as evidence of language transfer but rather of "the creative construction process." In recent years however, a more balanced perspective has emerged in which the role of transfer is acknowledged and in which transfer is seen to interact with a host of other factors in ways not yet fully understood. Selinker (1992) claims in his book *Rediscovering Interlanguage* that language transfer is the essence of interlanguage theory and highlights the role language transfer plays in constructing learner's L2 system.

Views about language transfer have undergone considerable change. In cases where the target language differed from the L1 this would result in interference or negative transfer. In cases where the patterns of the L1 and the target language were similar, positive transfer would occur. Thus, the L1 could both impede and facilitate the acquisition of the L2. In order to try to predict when interference would take place linguists carried out elaborate contrastive analyses of the native and target languages. Transfer often did not take place when there were differences between the target and native languages.

Transfer is one term of psychology. In traditional accounts of language transfer, the research focus was placed on the errors that learners produced. Errors occurred as a result of the negative transfer of mother tongue patterns into the learner's L2.

Negative transfer, also known as interference, is the use of a L1 pattern or rule which leads to an error or inappropriate form in the L2. Negative transfer can be found at all the levels of language structure. A substantial amount of empirical work in SLA (Second Language Acquisition) research has been devoted to establishing to what extent errors are the results of transfer (i.e. interference).

2. Three error types of passive voice

We will make an overall presentation of the three types of passive construction errors, (over-used, under-used and mixed-up) committed by Chinese ESL learners and we will come to probe into the typical patterns of the three types of passive errors under investigation.

2.1 Classification of Three Error Types

In linguistics, the class of linguistic units is called a type and examples or individual members of the class are called tokens (Richards et al., 2002:490). In the error-tagged version of Chinese Learner English Corpus (CLEC), the error tag for voice is Vp7, which is the type of verb errors and all the related cases are tokens of Vp7, indicating errors in the use

of voice: active for passive or vice versa. So in this thesis, we will adopt this item Vp7 to express errors in the use of voice. Moreover, we select some incorrect sentences for further analysis from the test paper to show certain results for those are completely picked up from the test paper by the subjects with great care and intention manually.

As we have discussed above, there are three types of errors in the usage of passive voice: over-used passive refers to the over-passivization; under-used passive refers to the under-passivization; and mixed-up passivization.

The error of overused passive indicates that the non-passivable verbs are passivized. In these cases passivization is overdone and extended to a great extent even happens to more unnecessary cases. By contrast, the error of underused passive refers to that passivization is insufficient. Passivization is underestimated in these cases where passivization is needed. Mixed-up passive refers to three cases including the wrong form past participle of verbs, wrong usage of passive auxiliary be and the misunderstanding of its passive meaning and even go against common sense or logics.

In this thesis, Vp7 is subdivided into three which are represented as Vp7, O, Vp7, U and Vp7, M. We use Vp7, O to stand for over-passivization, Vp7, U for under-passivization and Vp7, M for mixed-up passivization which has three subcategories as well: Vp7, M1 as the wrong form of verbs related with passive voice, Vp7, M2 as omission of auxiliary verb(be), Vp7, M3 as misunderstanding, insufficient or unilateral comprehension of its passive meaning.

2.2 Data Analysis of Three Error Types

In the translation part, we can see the distribution of three error types most clearly and easily. As mentioned above, the total number of passive voice occurrences in translation part we are going to check is 1560, (we have 104 subjects in the test), among which 677 mistakes concerning passive voice errors are found. Some of their occurrences are presented as the following.

Case 1 Over-passivization

- 1.*This cloth is washed well.
- 2.*The failure is resulted in your carelessness.
- 3.*It is accepted that this matter will no be happened.

Case 2 Under-passivization

- 4.*Some people suggest that the meeting should be put off.
- 5.*I hope this kind of thing will not happen again.
- 6.*America holds the election in October.
- 7.*I pulled out a tooth this afternoon.
- 8.* Where is your education?

Case 3 Mixed-up passivization

Case 3.1 wrong past participles

- 9.*The election is hold in October in America.
- 10.*Many problems should be discuss in meeting.
- 11.*He is not interesting in present discussing question.
- 12.*The failure is cause by your carelessness.
- 13.*The children were took care of by neighbors when she was ill.

Case 3.2 omission of auxiliary

- 14.*It is adviced that the meeting will delayed.
- 15.*It's a honor to admitted to study here.
- 16.*Where are you been educated?
- 17.*There things will not happen again was be expected.
- 18.*My brother is being to work in Xizang.

Case 3.3 incorrect or unilateral meaning

- 19.*By well cared, the baby is very healthy.
- 20.*This kind of thing was hoped not happened again.
- 21.*There are many problems will be discussed in the meeting.
- 22.*This kind of cloth is good to wash.

23.*This kind of cloth is hard to wash.

24.*This kind of cloth is patient to wash.

25.*This event was got his attention quickly.

3. Methods

3.1 Subject Selection

In order to facilitate the process, a longitudinal and empirical research was made on 104 students in China University of Petroleum who came from two different grades. All these 104 subjects are Chinese-speaking English learners. We will classify them into two groups, that is, group A and group B. Group A is composed of 49 2006-year-enrolled students, while Group B consists of 55 2007-year-enrolled students. They are supposed to represent the average sophomores of college non-English majors and the average freshmen in terms of English level respectively. The freshmen have spent half a year learning English while the sophomores spent one year and a half in learning after going to this college. Among them, there are 85 boys and 19 girls. All of them aged from 18 to 22 years old. Those students learned new Horizontal English Band 1 and Band 3 respectively in their intensive English class. Only one student began to learn English in his nursery time, while 20 students began to learn English in the elementary school and 83 students began their English learning in junior middle school. That means 76 percent of the subjects have learned English for over six years. Furthermore, 19 students lived in cities, 38 students lived in towns and 47 lived in countryside before they went to this university.

3.2 Approach

In second language acquisition research, tests are generally used to collect data about the subject's ability and knowledge of the second language in areas such as vocabulary, grammar, reading, writing, metalinguistic awareness and general proficiency. A test is a procedure used to collect data on subject's ability or knowledge of certain disciplines. (Seliger, Herbert W. and Shohamy, Elana 1989).

In this chapter, a passive structure proficiency test is made to probe into the students' acquisition of passive structure. A questionnaire was made out as well to interview the subjects to get data related with their background and other personal information. This thesis is intended to apply, from an empirical research, both the qualitative and quantitative analysis methods. Therefore, we would like to set a few questions, based on which to start out research.

For the listed questions, two ways are employed to assess the answers. One is to count the frequencies of each choice in respective questions. The frequencies will be shown in percentage. The other way is to take note of mistakes or errors that the subjects committed to the answers listed. For the questions that are elicited in the questionnaire and closely related to the research objectives, we will compare them with the results made by subjects to draw conclusions.

Among the two groups, a total number of 104 students are involved in this test and all of them are science majors.

3.3 Research Instrument

A quantitative and qualitative study will be used in this research in which empirical study is dominant and descriptive study serves as an important supplement. The quantitative study is based on a self-designed test. Full score of the test is 100. So the test will work as the data collecting instrument, which is necessary to be presented in great details.

It holds five parts:

- (1) Grammatical transformation from passive structure and active structure.
- (2) Grammatical transformation from active structure to passive structure.
- (3) Multiple choices.
- (4) Chinese to English translation.
- (5) English to Chinese translation.

The qualitative research or questionnaire is printed on the top of the test paper, which includes the following items: sex, age, major (options among science or technology major or art major), initial time to learn English, scores of English subject in the entrance examination to college and living areas before going to college. The subjects are asked to fill in the blanks with authentic personal information and without the requirement of writing down their names, which relatively helps to obtain more objective answers. We plan to get detailed personal information about the subjects. From their answers, we can tell an outline of their prior living and studying setting to see if their prior background will be concerned with present score somehow, and get necessary statistics to further our empirical research.

3.4 Test and Questionnaire

To carry out this research effectively, a well-designed test paper is required. It is mainly made up of five parts.

Part 1 concerns the transformation of four passive sentences, which tests learner's acquisition of the basic structure

transform from passive voice to active voice, which includes the following patterns, subject + predicator + that clause, subject + predicator + object + noun as the complement, subject + predicator + indirect clause + direct clause, subject + modal verb + predicator. Besides, it includes testing the correct transformation forms of passive verbs and tenses.

Part 2 concerns the transformation of four active sentences, which tests learner's acquisition of the basic structure transformation from active voice to passive voice, that is, subject + predicator + object + adjective as the complement, subject + predicator + object + noun as the complement, subject + predicator + object + infinitive phrase, subject + predicator + that clause. Besides, it includes testing the correct transformation forms of active verbs and tenses.

In Part 3, there are 12 multiple choices, including 8 types of passive structure, that is, passive structure in past future tense (question 1), passive structure in present continuous tense (question 2), passive structure in past tense (question 3), passive structure in modal auxiliary verbs (question 4 & 12), get + Ved structure (question 5), notional passive (question 6 & 7), past participle in the top of sentence (question 8 & 9), middle structure (question 10&11).

In Part 4, the subjects are required to translate 15 Chinese sentences into English, which aims to test whether the sentence translation is affected by L1 transfer in the acquisition of their native language (Chinese).

In Part 5, the subjects are required to translate another 15 English sentences into Chinese, which aims to test whether the sentence translation is affected by L1 transfer in their acquisition of native language (Chinese) as well.

4. Procedure

4.1 Testing Procedure

The test paper was distributed to different subjects and collected in December 2007. All those subjects were asked to attend the test and required to finish within 50 minutes in the usual class time. The process of handing out and recollecting those papers was manipulated by their own teacher of those subjects in order to minimize any possible negative effects brought about by the researcher's intervention to make sure this a common and objective test.

During this process, the subjects were not allowed to consult any reference books or material or information resources to ensure them to go to great lengths.

4.2 Determining Norms and Criteria Procedure

After collecting and classifying the handed-in test papers, we have to deal with the data in great details. The process was made in two steps owing to the two different groups. Before the collected data can be subject to further analysis, both in quantitative and qualitative ways, they should be well prepared in the following steps.

- (1) Setting norms of assessing the subject's acquisition by searching out the wrong spelling and errors of usage of verb phrases.
- (2) Determining the criteria by which subjects' answer can be assessed.
- (3) Determining the ways in which the answers to the question, especially the translation question, can be assessed.

As this test is made to test the acquisition of passive structure, we strictly follow the criteria. After the norms are set, the frequency of errors will be taken down for the five parts. As all the subjects have filled the same the test paper and questionnaire, the mere percentage of errors committed by subjects of different proficiency levels is sufficient enough to show the different acquisition status quo of passive structure. Therefore, the data will be presented in percentage of errors respectively.

4.3 Data Collection Procedure

First we mark the paper to sort out the wrong and the right, then count their frequencies and note them down. The collected data have to be well prepared before they can be used as subjects for further analysis, both quantitative and qualitative. It will involve several procedures in this process in great details:

- (1) Reading through all the test paper and questionnaire to set norms of assessing the subject's performance
- (2) Mark the wrong sentence and multiple choice errors
- (3) Determine the criteria by which translation part will be strictly scored.
- (4) Determine the ways in which the answers to the questions can be assessed.

Before making a series of comparisons about the distribution of passive occurrences, we need first to identify and check all the passive construction exercises. As the first step, lines containing any form of passive mistakes were extracted to make a mark, calculate the numbers of passing numbers, divide by the total number of subjects and get various percentages. After this was done, an EXCELL program was used to pick out the faulty points. Completing the EXCELL form, we got all the data useful to make a comparison. All the work was done manually. Most testing questions were strictly picked up from Zhang Daozhen's A Practical English Grammar.

After the correction work, we select some incorrect sentences manually with great care and intention from the test paper

for further analysis to get certain results and findings for those are picked up from the test paper done by the subjects. All the following English sentences marked with * are selected from this test material.

For the listed questions, two ways are employed to assess the answers. One is to count the frequencies of each choice in questions. The frequencies will be shown in percentage. The other way is to take note of mistakes or errors what the subjects committed to the answers listed. For the questions which are elicited in the questionnaire and closely related to the research objectives, we will connect them with the results made by subjects to make comparisons.

Among two groups, a total number of 104 students are involved in this test and all are science majors. Full score of the test is 100.

5. Data analysis

In this part, we will focus our attention mainly on the analysis of this empirical research. First, we will obtain the general descriptive statistics of the percentage of the passing number in the passive proficiency test for both groups. We can obtain the following general statistics on the variants of ESL learner's passive acquisition percentage for both groups of subjects.

The distribution of frequency counts of three error types will be shown in Table 1.

Insert Table 1 Here

From the table above, we can have the major findings on the distribution of three error types:

- (1) Under-passivization and mixed-up passivization are two main passive errors committed by Chinese ESL learners.
- (2) The most favored way for those subjects to express passive notion is under-passivization and it takes more than half proportion in all the Vp7 errors.

Under-passivization errors happen most frequently and are prominent in the three types of passive errors committed by Chinese ESL learners.

- (3) The least frequently utilized passive construction is over-passivization. The errors of over-passivization just take a small proportion in the three types of passive errors.

(4) Mixed-up passivization errors rank the second and take a considerable great proportion in the three types, in which the wrong form of verb in passive sentence and the incomplete comprehension or misunderstanding of its passive meaning.

- (5) Both groups have the similar results of the three error types, in which both take similar proportions.

Insert Table 2 Here

From the data in Table 2, we may get the following findings:

- (1) The average passing percentage of group A is 84 percent while group B is 71 percent, i.e., 47 freshmen passed the test while 35 sophomores passed the test. Compared with group B, group A has a higher percentage of passing rate. In other words, freshmen did better in the passive structure proficiency test.

(2) From the statistics above, we can see easily that 78 percent of the subject passed the test on the average, i.e., the majority had a good command of passive structure.

- (3) They had a high passing percentage in Part 2 and Part 5 and 80 percent passed. In P4 (Chinese to English translation), they got the lowest percentage (43%), furthermore, both groups got the lower scores.

In terms of finding the general distribution, we make a vertical comparison or intra-group comparison. Let us take group A as an example. By comparing the frequency of the three types of passive errors within group A, we get the proportion of each type of passive errors to the total errors in this group. Thus the distribution of the three types of passive errors in group A is acquired. Adopting the same method, we get the distribution of the three types of passive errors respectively in Group B. All the statistics can be found in Table 5.2. On the basis of the above result, it is very easy to acquire the statistics on the general distributions of the three types of passive errors in the test.

In this thesis, major findings of present study will be summarized. Some limitations will be pointed out. Then some suggestions for further research will be presented. Based on the data analysis above, we come to the final conclusions.

6. Conclusions

6.1 Major Findings

We have discussed the subject's performance in the test and questionnaire. In the three error types, we find that under-passivization is the most frequent occurrence in three passive error types, next is the mixed-up passivization while over-passivization happen the least. What are the possible causes for this language phenomenon? We get the following major findings.

(1) Negative transfer mainly resulted from the difference of basic structure and system between Chinese and English language. As we have discussed, *bei* structure is the typical Chinese passive structure. Chinese has no inflectional change, which means Chinese verb would keep unchanged in different passive structures. English is the opposite. English verbs have corresponding inflectional changes according to specific grammatical requirement. As a result, this phenomenon may have a negative effect on Chinese ESL learners.

If the Chinese learners can not use these two languages freely, say, they can not find the corresponding expression structures in English. They may slide away from the option of English passive structure intentionally because they are afraid of making mistakes, which may frighten them into escaping from choosing passive voice. Also this is the reason why under-passivization is the most frequent occurrence of the three types.

(2) Subjects have a poor command of verb usages and structure. In certain or given patterns, Chinese learners are more likely to make mistakes because of their literal or word-for-word translation. They have difficulty in comparing past participle with present participle.

(3) Different features between English and Chinese passive voice make it hard for Chinese to distinguish from the two voices. Chinese and English belong to two completely different language systems. English verbs have different forms in active voice and passive voice, while the forms of Chinese verbs have not any change in different voices and tenses. During the acquisition of English passive, Chinese learners will inevitably commit errors because of the differences between the two languages

(4) We know that there are great comparisons between the western and oriental cultural background so that the different thought patterns contrast. The Chinese care for the image, synthetic and parataxis thought, and the English is just the opposite, that is, they prefer abstraction, analysis and hypotaxis. Generally speaking the Chinese cultural influence and thinking patterns by and large cause a negative impact on English L2 learning.

(5) According to the Markedness theory, we can find certain relationship between Markedness theory and L1 transfer shown in Table 3.2, the tested past participle here works as a good case: L1 unmarked, L2 marked and interlanguage unmarked. Accordingly, the subjects are liable to transfer the unmarked patterns into their interlanguage.

6.2 Limitations of Present Study

During the process of research, we have drawn important conclusions on the acquisition of passive voice and have tried to be objective and scientific. However, there are still some limitations in this study.

We probe into the research only on two groups of subjects (104 people involved) and in the lay-out of research paper, although we have tried to cover all the passive types we could list as many as possible, it is likely that there may be some types left over or we did not cover.

In addition, in the questionnaire part, we only list six basic items about the subject's personal information. If more specific questions are made out, we may get more detailed analysis about the subjects. In the test part, if we could make out a more comprehensive testing paper, we would have had more detailed analysis and conclusion.

We conclude on the basis of a self-made test paper and questionnaire if we could collect corpus statistics from other aspects, the research scope may be enlarged to a greater extent.

6.3 Suggestions for Further Research

Since there are some limitations, there must be the necessity to do further research on Chinese ESL learner's acquisition of passive voice. Here are some suggestions.

We have only 104 subjects involved in this study. In the future research, the study can be put on a larger scale and more subjects could be selected consisting of more groups ranging from beginners, intermediate beginner and high level learners till the native-like level learners, to gain more objective results. A longitudinal study on more subjects is feasible and necessary.

Researching scope of the test could be expanded to a greater extent. Error types about passive structure could be subdivided into more details. Of course, many other fields concerning the acquisition of passive voice of Chinese ESL learners need further discussing and researching.

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Table 1. Frequency counts of three error types in the test

Group proficiency	Vp7,O	Vp7, U	Vp7,M		
			Vp7, M1	Vp7, M2	Vp7, M3
Group A	5	157	48	21	49
Group B	6	241	68	11	71
Total Occurrences	11	398	116	32	120
			268		

Table 2. General tendency and distribution of passing rate and percentage

Group	Total	Pt	Pp	A1	A2	P1	P2	P3	P4	P5
Group A	49	35	71%	62	72	62%	72%	59%	42%	76%
Group B	55	47	84%	69	75	76%	87%	62%	43%	84%
Average	---	---	78%	---	---	69%	80%	61%	43%	80%

Total=total number of the subjects

Pt=the passing number in each class

Pp=the percentage of the passing number in each group

A1=the average score in group

A2=the average score of the passing subjects

P1 P2 P3 P4 P5 refers to the average percentage of passing rate in Part1 Part2 Part3 Part4 Part5 respectively.



An Analysis of the Cultural Phenomena in English and Its Translation

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Abstract

Translation mostly takes place between languages. As we know, there are intimate relations between languages and culture. Language and culture, like content and form, live upon and affect each other. As a cross-cultural event, translation is influenced largely by the culture in the source language. So it is vital to analysis the culture in the original language before we set about translating. The essential points this paper treats are analysis of the cultural phenomena in English. This paper also means to stimulate more concentration on the approaches to deal with the cultural phenomena in translating. Further, this paper points out several problems commonly seen in dealing with the cultural phenomena.

Keywords: Translation, Language, Culture, Cultural phenomena

1. Introduction

The definition of translation varies according to different people. Although definitions do not mention the cultural factors in translation practice, we should be clearly aware that translation acts as a bridge to connect two different cultures by the conversion of linguistic systems. Translation is a media by which people with different linguistic and cultural backgrounds can make intercourse or interchange their ideas.

Some sociologists and anthropologists believe that culture is the integration of belief, custom, system, object, and technique. Knowing the cultural phenomena is of most importance for setting up a cultural point of view in translation. In fact, a translator often encounters difficulties due to cultural diversities. Among nations the difference in nation, geographical location, religious belief, value view, political institution, etc. causes the cultural distinction. Furthermore, the difference of nation experience and psychology can be found in languages. Thus the cultural influence on language makes the main obstruction in translating. It is completely necessary to make an analysis of the cultural phenomena before translating.

2. The cultural phenomena

English vocabulary plays a crucial part in learning English. "Learning a foreign language basically a matter of learning the vocabulary of that language." (Willace, Michael J., Teaching vocabulary, 1982, P.9) the cultural elements are largely accumulated during the long historical development of the English vocabulary. For translators, this means that they should have some idea about the cultural phenomena in English vocabulary as well as about itself. This article tries to study the cultural phenomena in English in terms of word, idiom, and allusion.

2.1 The cultural phenomena in words

Fan Ke, in his Word Origin said, "Vocabulary, with its rich legends and stories, leads us into fables and history, helping us know a lot of great figures and important events. Vocabulary is also like a window through which we can get familiar with the past of a nation."

Shopping---bag ladies make up a peculiar portion of New York's populace.

Shopping---bag ladies: women who have no fix living place and have to live and sleep in the street .They put all that they possess into a few of shopping bags that they take with them all the time. In fact, they are not real beggars, although they all look like beggars.

2.2 *The cultural phenomena in idioms*

English idioms form an essential part of the general vocabulary. Idioms reflect the environment, life, history and culture of the native speakers, closely associated with their innermost spirit and feelings. Idioms have so close relationship with historical background, economy, geographical environment, custom, etc. of the nation concerned that they more typically represent the cultural characteristics of a language than words. Examples are abundant to show that.

Several of the country's most respected doctors have stated that smoking cigarettes harms one's heart, but there are still many doubting Thomases who are not yet persuaded.

Doubting Thomas: This idiom came from a story in Bible. Jesus was nailed on the cross—rack and died. He revived and came to see his disciples. Tomas, one of his disciples, didn't see Jesus himself, so he didn't believe Jesus really revived. After that doubting Thomas was used to refer to incredulous people.

2.3 *The phenomena in allusions*

Allusion refers to some person or event, either historical or fictional. It has dramatic and vivid connotation and is often used in speech and writing. English has a tremendous amount of allusion, which result from mythology, legends, fables, fairy tales, the Bible, famous literary words, historical figures or events. So allusion can reflect typically and intensively the cultural phenomena in English.

Romeo: Well, in that hit you miss; she'll not be hit by Cupid's arrow.

Cupid's arrow: cupid, the roman god of love, representing love. When we say that a girl is hit by cupid's arrow, we mean that she gets love from a boy. This allusion is used widely in literary works.

Language is a cultural phenomena meanwhile a social one. And language is the main part of culture, at the same time the carrier of culture. The cultural phenomena in words, idioms and allusion, which we talked about above, show that language and culture live upon each other. So it is very necessary to know of the cultural phenomena in a language before we translate it into Chinese. Being aware of that point is extremely helpful in translating practice. After we made some analysis of the cultural phenomena in terms of words, idioms and allusion, the next step is how to translate these cultural phenomena.

3. Approaches of translation about cultural phenomena

About cultural phenomena in English methods of translation vary according to different original text. The following several methods are commonly used.

3.1 *Literal translation and free translation*

3.1.1 Literal translation

The literal translation is not word-to-word translation but translation that doesn't need so much extending text. Let's see one example.

Borrowed garment never fits well.

3.1.2 Free translation

Under some conditions, the readers cannot accept literal translation, which might confuse them. If this happens, free translation is used to keep the intact content of the original work, though some cultural feature is lost. Owing to cultural difference, free translation is used more frequently. One example is abundant.

I'm Dutchman if I go.

3.1.3 The literal translation plus the free translation

To make the original meaning clear, vivid and easy understood, sometimes a translator must use both the literal translation and free translation.

If you had told Sycorax that her son Caliban was handsome as Apollo, she would have been pleased, witch as she was.

3.2 *Foreignization and domestication*

In the process of translation, we often face contradiction between "to strive for easy-understood." and "to preserve the original style". This is a question about foreignization and domestication. Someone insists on Nationalization so as to meet the psychological habits of Chinese readers; others advocate thoroughly foreignization so that foreign flavor can be maintained. However, these two points of view are all too extreme. Foreignization and domestication should go along with each other and complement each other. In dealing with cultural phenomena, we should try to appropriately use these two methods. Some rules must be followed:

Foreignization gives expression to the national style and characteristic of the original text, reflecting the cultural character of the source language.

Both foreignization and domestication are methods of translation. Translation introduces the foreign culture, on the other hand, the important part of the culture of our own country. Whichever method of this two is used, the final aim is to gain the best translation, Let's see some examples:

<1.> The three children set out for Sunday School, a place that Tom hated with his whole heart; but Sid and Mary were fond of it.

三个孩子一起动身上主日学校，-这地方是汤姆深恶痛绝的；可是西德和玛丽却颇有好感。(Foreignization)

<2.> He was the open sesame to a new and glittering world that excited me as nothing in my life had ever done before.

他像一把打开通向崭新而光彩夺目世界的钥匙，使我觉得在我的生活中从未有过这样的激动。(Domestication)

The four methods above-mentioned are only the basic methods that we frequently use in translating. In fact the methods in translating are not confined to the above four. It's the translator who makes the decision freely on which method to take in dealing with the cultural phenomena of the source language. But this doesn't mean that we must use this or that method in translating the cultural phenomena. In some cases, several methods may be available in translating a cultural phenomena. The translator can flexibly choose any method. No matter you choose the literal translation or free translation, foreignization or domestication; the final purpose is identical, i.e. to get a translation in terms of faithfulness and smoothness.

3.3 Related problems in translating the cultural elements into Chinese

Translation is a practice of intercultural communication. Thanks to the cultural difference between Chinese and western, how to translate the cultural factors is, especially to a new translator, always a difficult point. We must pay enough attention to the following problems arising in dealing with the cultural phenomena.

3.3.1 Word-to-word translation

The literal translation needs little extending and notes, however, doesn't mean that we always take word-to-word translation for granted. If that, we may make a laughing stock of ourselves before expert. Let's see one example:

To my joy, my son knows a thing or two about Italian.

Wrong: 使我高兴的是，我儿子对意大利也略知一二。

Right: 使我高兴的是，我儿子对意大利语还很精通哩。

"Know a thing or two" refers to "to have practical and useful information gained from experience", in Chinese not "略知一二", but "非常熟悉; 了如指掌".

3.3.2 Over-representation or over-flowery translation

In translating we don't overstress the role of literal translation since free translation is sometimes imperative. But free translation isn't arbitrary and unrestrained. In free translation, over-representation or over-flowery translation is a problem commonly seen. Let's see one example.

He had lived for about eight years of his life, quite alone, at this charming place, scarcely seeing a Christian face.

他在这有趣的地方一个人过了8年，终年见不到一个信仰基督教的文明人。

Here, the free translation of "a Christian face" is "文明人". not "信仰基督教的文明人", thus "信仰基督教的" is unnecessary.

3.3.3 Tendency of English-Chinese

In dealing with cultural phenomena, especially in using Foreignization, many English-Chinese translations are made. We advocate retaining the tone and mood of foreign language so as not to lose the social and historical characteristic of original material, but meanwhile we must avoid translation. Let's see one example:

Mother is the boss in her kitchen.

Wrong: 妈妈是厨房里的老板。

Right: 妈妈负责做饭

In translating, many problems deserve our attention. The several problems above-mentioned are commonly seen in dealing with the cultural elements in English-Chinese translation. Since they are problems, we should try to avoid them or correct them.

4. Conclusion

Shortly, translation is to transform one language (the source language) into another language (the target language). Translating is an intercultural practice as well as a bilingual one, so it concerns two different languages, meanwhile two

different cultures. Language and culture depend on each other for survival and neither of them can exist solely. We must know of the culture before we really understand a language, visa versa. Due to the diversity of nation, geographical location, religious belief, view of value, political institution, cultural difference is inevitable. Language is the direct object of translation and influenced largely by culture, so cultural diversity inevitably influences translation. That is just the main barrier in translating. In English-Chinese translation, the quality of translation relies, to large extent, on the translation about cultural factors. Before translating, we should first of all study the cultural phenomena in English (here mainly words and phrases) in order to comprehend accurately the original text. Then on this basis, subject to the feature of the original material, the methods of translation can be chosen flexibly. It may be the cultural Reservation (literal translation or foreignization) that can reflect the original style and feature and rebuild the original mentality of other nations and cultural characteristic, or the cultural interpretation (Free translation or domestication) that can meet the national and linguistic habits of the native receptors, so as to ensure the readability of translation. Besides, several common false tendencies in translating should be attached great attention to and corrected. In conclusion, we should study profoundly the cultural phenomena in source language, and take flexible methods to attain a good translation.

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