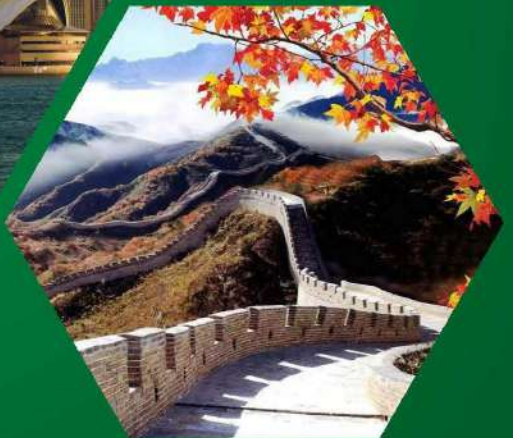


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A Profile of Dacheng Zhao

Dr Dacheng Zhao is the Director and Professor at Sino-Aussie Unique Cooperation Centre for Educational Study and Service (SUCCESS), and Editor-in-Chief of Aussie-Sino Studies. He is also a PhD supervisor at University of Western Sydney and the Principal of Hua Xia Chinese Language and Culture School (Penrith), and the Vice President of Society of Chinese Australian Academics in Australia. He has published four single authored books and more than one hundred research papers in the areas of assessment and curriculum, international and comparative education, language education and mathematics education, research education and teacher education. His work aims at building a Bridge of Understanding and Respect (based on sharing knowledge) between the East and the West in generally, between Australia and China in particularly.



Dr Zhao's recently book entitled *Understanding Chinese education through cross-cultural lens: a comparative study of Chinese and Western educational culture* published by Yanbian Educational Press in 2013. The book starts with an autoethnography study of Chinese educational culture through self-reflection of the author's personal experience, which links his autobiographical story to Chinese educational culture. The main content of the book includes a comparative study of Chinese and Australian educational culture by case studies that investigates the differences and similarities of educational policies and practices between the Australian and Chinese schools. The last part of the book reports case studies of four Chinese background teacher-researchers, who participated in the Research-Oriented School-Engaged Teacher Education Program, which is an Australian-Chinese collaborative research project for developing teacher-researchers from China. These teacher-researchers were supervised by Dr Zhao and interviewed about their English learning experience in China and their Mandarin teaching experience in Australian public schools, and their perspective on Australian and Chinese educational cultures, and its influence on their teaching and research in Australia. Their theses and self-reflective diaries were analysed to explore evidence of their understanding of differences and similarities of Australian and Chinese educational cultures.

Dr Zhao's currently book titled *Chinese students' higher achievement in mathematics: comparison of mathematics education of Australian and Chinese primary schools* is to be published by Springer in 2015. This book explores the challenge question: why do Chinese students outperform their Western peers in mathematics? Which is based on the international comparative studies relating to students' achievements in mathematics. This book reports Zhao's study, which compares mathematics education in primary schools in Australia and in China investigating a number of factors that accounting for Chinese students' high achievement in Mathematics. This manuscript is composed of ten chapters. The first chapter gives the Reader a background to the study, a description of the achievement gap problem, the purpose of research, key terms used, and other interrelated research questions. The second chapter provides an extensive review of literature on the topic of comparative studies of mathematics achievement and offers a robust research framework for the study. The expose of research design as well as methodology is presented in Chapter three. Chapters four and five present an overview of the each country's Department of Education's policies of mathematics curricula and assessment through an analysis of major mathematics curricula and assessment documents of both countries. Similarities and differences of policies of mathematics curriculum and assessment between China and Australia are painstakingly described in Chapter six. Three case studies on how these policies of mathematics curriculum and assessment have been implemented in Australian and Chinese primary schools are reported in Chapters seven to nine. Two primary schools in Australia practices in curricula and assessments implications are compared in Chapter 8, whilst Chapter ten provides a comprehensive comparison of curriculum and assessment practices between three cases. Chapter ten discusses the main findings of the study; providing a theoretical account to explain the findings, and how they related to the 'achievement gap' phenomenon. Also discussed are implications of these findings to curriculum and assessment reform.

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Human Capital, Innovation and Technology

Allan C. Ornstein

(St. John's University, U.S.A.)

Abstract: The paper outlines the role of education and innovation as the U.S and the world transitions into the 21st century. It also examines the issue of inequality on a global basis, indicating how the U.S. economy is linked to the rest of the world and how educational institutions exert influence over long-term economic development. It discusses the rise of robots, which will soon overtake individual human intelligence and outperform people in most job settings, and the time is fast approaching when robots will talk to humans and understand and display emotions. The rising influence of Asian nations are examined with emphasis on China and India. Americans are experiencing innovative Asian practices of growth and productivity more threatening than the demise of American manufacturing; new foreign-born scientists and engineers are returning home, due to growing nationalism and economic opportunities at home.

Key words: inequality, globalization, technology, innovation, robots, china and India

It started with a company named IBM in 2005, when it announced that it would shift 114,000 high-paying, high-tech jobs (paying \$75,000 or more) to India at salaries about one-fifth of those in the United States and Western Europe. Hewlett-Packard stated the same year it would lay off nineteen thousand to twenty-five thousand employees earning between \$50,000 and \$125,000, representing a savings of \$605 billion per year and build a new assembly plant in India. The next year Dell announced it would double the size of its software workforce in India to 20,000; it is also expected to shift tens of thousands of additional jobs once it set up a new manufacturing site in the country.

By 2010, similar announcements had been made by Cisco, Intel and Microsoft, the engines of the technological future, which planned to double and triple their workforces in India. Cisco and Intel each planned to invest more than \$1.1 billion in India, and Microsoft is investing \$1.7 billion. Apple, Boeing, Ford, G.M., and Motorola were right behind these high-tech companies, opening up new factories outside the United States, in China and the Asian rim to save money. Even our old enemy Vietnam is on the radar screen for billion-dollar investments by high-tech firms such as Intel and Hewlett-Packard. Microsoft has also opened up a software center in Canada because of liberal immigration laws which make it easier to recruit qualified people from around the globe.

Amid all this gloom, there are glimmers of hope that U.S. industries are considering to bring back manufacturing jobs to the U.S.—led by a \$100 million investment by Apple to produce some of its Mac components and \$1 billion

investment by G.E. to build an appliance assembly plant. Apple's iPad and iPhone products which amount to 70 percent of its sales continue to be made in China, mostly at Foxconn, the largest factory in the world. Actually a \$100 million for Apple is like "a drop in the bucket," but optimists feel it's a start for "reshoring" jobs after decades of shipping them overseas.

Although many reasons are given for "reshoring" jobs, a primary factor is that the unions have lowered their expectations, as have the labor force in the U.S. Salaries and benefits for new factory workers are about half the pre-1990 scale—a major factor for growing inequality within the country. But it can be argued that the damage is already done: So much of the manufacturing and high-tech knowledge has been lost to Asia, not to overlook the millions of jobs which have also disappeared. The bottom line is that today most high-paying jobs in the U.S. are created by high-tech, innovative companies, but they are still being shipped overseas where stem workers are paid 25 percent of their American counterparts.

Many of the new, high-profile manufacturing jobs utilize robots and thus displace workers; technology, today, is not limited to only replacing unskilled labor, but now includes replacing skilled workers. There should be no doubt that technology is advancing in a way that allows corporations to operate successfully without rehiring the workers they laid off. Our computers and robots are not meant to make workers more efficient, but rather to replace them. We are reaching the point where computers and robots will out reason, out think and better predict than humans can. If your job is digitally

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related, be aware. Many of us, in the near future, will be displaced by computers and/or robots. They don't get sick, go out on strike, pressure employers for benefits or sue them for discrimination or work conditions.

While we might debate about the extent to which robots will curtail job growth, a 2013 paper by two British professors at Oxford show that almost all the major occupations will be automated or "roboticized" in the near future. Half of American jobs may disappear in the next 15 to 20 years. And, if this author may add, robots will be used as leverage to keep working and professional wages flat and curtail future benefits. Similar data by MIT professors, Brynjolfsson and McAfee (2014), show the accelerating use of robots that can work smarter and more efficient than humans, and thus in the future compete with, outperform, and replace human workers. We are in the midst of a "second machine age," one that is accelerating faster than the prior industrial revolution.

Computers and robots are creating a paradigm shift in the knowledge/information society. Those people with computer, mathematical and abstract skills should benefit, and those with limited computer, mathematical and abstract skills will be less favored in the work environment. In an age of artificial intelligence, your future job will depend on how well you work with computers. "Average" is unacceptable. Either you compliment the computer in creative ways or you lose your ability to compete. You need to understand your software, make judgments, and even overrule the system, like with your GPS when driving in a familiar neighborhood.

The person who has the ability to provide direction and filter out irrelevant data will be prized by the organization and rewarded accordingly. The rest of the workplace who work with computers and cannot function at this level will be fungible and disposable. About 15 percent of the workforce will thrive in this new economy; the remaining 85 percent will have fewer marketable skills. Superior performance will be characterized in part by those who can work with "big data," with the cloud becoming the focus of all information and the ability to access it from various digital devices.

In the meantime, the outsourcing of jobs is bound to worsen if America's immigration policies are not softened. What we need to be doing is increasing student visas and paste green cards to science and engineering diplomas, so these qualified people become part of our economy, rather than losing them to another country and then having to compete with them. The ripple effect of these investments in terms of future science, research and technological jobs is estimated to create four times more the number of initial jobs. In other words, jobs create other jobs, and science and technology jobs have a fourfold impact in a growing economy—and the impact continues to multiply so long as there is a healthy growth pattern.

The fact is that nations are no longer able to isolate themselves and pursue policies that are incompatible with an increasing global market. The types of jobs and services that generate economic wealth for nations are more mobile than ever, based more on a broadband and Internet connection than geography, and policies that shackle international business

hinder economic growth. With globalization, the average U.S. worker is exposed to much more competition and job insecurity. As the world becomes more globally interconnected, jobs became more mobile. Hence, the jobs at home that have become more plentiful are for less educated, displaced, or part-time workers—mostly low-paying jobs such as "hamburger helper" or Wal-Mart hostess (also called a "greeter"), which on the pay scale of one to ten (ten being the best) is a one or two. This is the future for our children and grandchildren unless we do something about it now

The Global Village

According to Michael Mandel (2004) in *Rational Exuberance*, globalization and technology are coming together and creating the potential for future work and where we work. Off shoring jobs, for example, means that knowledge/information work can be broken into smaller tasks and redistributed around the world. Someone in Bangalore or San Paulo can do one aspect of the work, and someone in Hong Kong or Helsinki can perform another part of the job. Moreover, the internet has enhanced all means of communication, creating "virtual worlds" and transforming the place of work and the speed of innovation.

For global corporations, the trend is to avoid bodies and offices in selected places like Silicon Valley or Shanghai. The idea is to get workers to collaborate instantly around the world. The typical hierarchical organization, with layers of management, has shifted to multiple sites, with an ever-shifting network of employees who work on a team for a single project and who communicate through e-mail and videocoms. Such corporations now hire people from around the world and then offer courses online to develop talent. People can obviously be hired in any part of the world to do the same work an American engineer or accountant can do—and for considerably less than the American salary. President Obama put it this way: "A child born in Dallas is now competing with a child born in New Delhi."

The "gathering storm" or economic demise of American innovation and knowledge is gaining momentum. American students are unable to compete on international tests in science and math, U.S science and engineering enrollments are down, the recruitment of top students from abroad has dramatically declined due to visa restrictions following September 11, and the world playing field has been flattened and made more competitive by the Internet. U.S. knowledge, information, and technology jobs, and other knowledge producers whose job is digitized, can now be replaced by a Google-ready or Windows-ready worker anywhere. Our children can only thank us for making it easier to communicate to the unemployment agency or finding some underemployed job via the Internet.

Skilled manufacturing jobs, once the backbone of the U.S. economy and the reason why workers once rose to middle class in America, has collapsed. In the last 12 years (2000-2012), we have lost some 5 million manufacturing jobs. Now one of the last two remaining industries that America is

still in a leadership role, that is knowledge and technology, is on the downward slide. Its decline is highlighted by the fact that American values crumbled in the twenty-first century. Rather than investing in long-term products, services or technology, and related innovations that would benefit the nation and its people, short-term profits and reckless gambling and risk-taking became the norm. The outcome was the dot.com bubble of 2000, followed by the worst financial crisis in 2008 since the Great Depression.

Instead of venture capital coming after a product goes through research and development, the U.S. financial world threw money at Silicon Valley and the Golden Triangle. The money came first, instead of product or thing being made coming first. There was nothing being made, only fees being charged under the guise of “financial products” which helped create the economic meltdown, costing some six million jobs, the shredding of pensions and 401Ks, as well as the evaporation of trillions of dollars of U.S. wealth.

If you believe that the economy is interconnected, and every worker is a consumer, then all major sectors of the economy affect the American standard of living. Upheaval in knowledge and technology effect suppliers, producers, and customers—one big ripple effect—which in turn effects unemployment and housing values, then the retail industry, which subsequently effects the price and production of commodities and those related jobs—and so on. Even more disturbing, according to Allan Ornstein (2012), we have a growing number of unemployed, underemployed, and temporary, college-educated workers (totaling nearly 50 percent in 2012) competing for fewer good-paying jobs in the U.S. When adjusted for inflation, the real salaries of U.S. workers with at least a bachelor's degree has remained flat from 2000 to 2010, an unpleasant dose of reality in a society in which education is supposed to be the key to success.

Prior to 2000 expansion in technology and information-related jobs raised the income for those with sufficient skills and education to handle complex jobs. Those with minimal skills and lower levels of education did not benefit or receive income gains related to American productivity; the collapse of manufacturing and the union movement was a big part of it. But the resulting inequalities between the rich and rest of the nation was slightly masked by an increasing number of people receiving higher education degrees and moving up the wage ladder with good jobs. Now that outsourcing of high-tech and middle-class jobs are beginning to impact on the U.S. economy, we can expect increasing inequality in America unless the tax system is modified.

Education, Innovation and the Economy

Beyond flattened salaries for people with college degrees and having our knowledge and technological jobs moved overseas, we are beginning to witness large movements of skilled workers crossing national borders in Asia and Europe, providing a hint of an increasing interconnected world and global economy. The question arises: Are we witnessing the

beginning of a new world of empowered and mobile workers or a “brave new world” of virtual sweatshops—where multi-national corporations are able to depress employee wages? The emerging workplace is bound not to be a factory or assembly line, but don't expect it to be a place where the salaries of college educated or middle-class workers will keep up with inflation.

Hence, we are beginning to witness a growing number of ambitious and intelligent students purposely dropping out of college (called “hacking” higher education): Viewing it not as a failure but as a sensible option. Inspired by an early generation of successful college dropouts like Michel Dell, Bill Gates and Steve Jobs, and now by Kevin Ruse of Digg, Evan Williams of Twitter and Mark Zuckerberg of Facebook, the thinking goes “why pay money, or worse go into debt, if I can make money.” “I can make millions by creating an app or producing a computer game before someone else comes up with the idea.”

Popular culture is portraying self-made high-tech millionaires who reject the “safe route” of a college education akin to going out west 150 years ago to strike gold. Given this new view, college dropouts in the tech world are considered “free thinkers,” “risk takers,” and “innovators.” They have not been tainted by groupthink, conforming rules, or corporate restraints. This type of thinking is highlighted by the likes of Michael Ellsberg's *The Education of Millionaires: Everything You Won't Learn in College: About How to Be Successful* (Michael Ellsberg, 2012). It's reinforced by other academics (namely critical theorists) who question the value (or cost) of a college degree, compounded by mounting student debt (\$1 trillion as of 2012), as well as by a growing number of middle-class jobs being down-sized or outsourced. The problem is, however, without a college education the vast majority of youth would be unable to compete for decent jobs. The “whiz-kid” entrepreneur or innovator who drops out of school and “hits it big,” making millions or more, is statistically pretty close to one out of a million.

The Role of Innovation

Innovation is not invention, the latter which suggests a new paradigm or major shift in our thinking or production. Innovation is based on a spark or insight often derived in an office or research lab (or in the case of Steve Jobs in a garage), and represents a modification or improvement of an existing service or products which (1) creates value, (2) is brought to the market, and (3) boosts productivity. The overall effect is the creation of new jobs and even new industries. Innovation represents 20 percent of the economic output of the industrialized countries, supplying efficient products or services and economic growth. Innovation is part of the “knowledge” society and a nation's human capital; it is bottomless and limitless compared to economic capital which has a bottom line and limitations.

To be sure, innovation and entrepreneurialship are mainstream, embraced by all political stripes and popular and business heroes like Steve Jobs, Richard Branson, and Jack

Welch. It wasn't always like that. Writers for the last sixty years have described the shift in culture in terms of the "organization man," "future shock," "the greening of America," etc. The Organization Man, described in William Whyte's best-selling book of corporate America William Whyte, 1956, was a cousin or off-shoot to David Riesman's book (David, 1953). Published three years after the Lonely Crowd, both books described the "successful" corporate model, of people keeping their nose clean, following orders, and conforming to company rules and group norms.

Successful business people were not risk takers, innovators, or explorers. Knowledge workers sought a "good" job at IBM, AT&T, or G.E., and they relied on a combination of hard work, merit, and social skills. They dressed the part, with gray or blue suits and matching ties, and followed the expectations and preferences of their bosses; they had no interest in being too smart, "thinking out of the box" or creating a new idea or image. Innovative personnel were considered disruptive and not part of the team. Economists focused on traditional factors related to production—capital, labor, and equipment—and supply-demand curves. New ideas and copyrighted materials were not considered part of a company's financial statement or list of assets.

It took several decades for the informal atmosphere, combined with rewarding the creative talents of workers in Google, Facebook, and Wipro, to become an acceptable choice for other companies around the world. The current buzz involving innovation is based on a loose federation or network of corporate labs, government-sponsored labs and universities. Corporations often become the core and implementer of new ideas from outside and inside corporate gates. They rely on the world-wide web for collaboration and communication, and they can integrate others' work around the world.

The spirit of innovation and entrepreneurship, what the economist Joseph Schumpeter once called "creative destruction," has been embraced by U.S. business colleges, corporations, and governments. Schumpeter was one of the first theorists to recognize that the most important competitive factor was not lower land prices or labor costs but new ideas—what I refer to as human capital and what corporations and business pundits call part of innovation (and entrepreneurship). The story of the U.S. conversion from conformity to creativity in the workplace is evidenced by the number of endowed chairs of entrepreneurship in the U.S. business schools, from 237 in 1999 to approximately 600 in 2010.

For traditional knowledge workers, innovation is considered part of the R&D spending and product development. In today's fast-changing society, innovation is considered the early stage of entrepreneurship and what may be called "innovation economics." And, it does not take a rocket scientist to figure out that more people around the globe are engaged in new ventures: From the slums of South Africa and Indonesia, to the bureaucrats in Deli and Shanghai, to big companies like Apple and 3-M. Given today's global competitive spirit and quick access to information, many

corporations now feel they must innovate faster just to stand still. In fact, every large (and every old) corporation today—the Wal-marts, McDonalds and GM's of America must adopt technological and innovative policies to compete on a national and international level. If they fail to do so, they are forced to downsize or reorganize, or even worse to disappear.

The U.S. still leads the world in innovation, having spent approximately 10 percent of the world's \$600 billion R&D in 2012 followed by the European Union which spent about 6 percent. Part of the reason for the U.S. lead has to do with its multiple sources of financial markets and venture-capital companies as well as the American spirit of risk-taking, the spirit of freedom, and spirit of individual achievement. Creative and innovative people need this open type of environment to stimulate, motivate and sustain their fresh thinking and human endeavor. So far America is ahead of the curve in terms of creating an atmosphere conducive to risk, freedom and achievement. What we have going is a culture that celebrates individual achievement and operates within a political and social atmosphere of freedom. Its universities are first rate and the nation as a whole has a long history of venture spirit capital and entrepreneurship that goes back to the Manifest Destiny and the "winning of the west."

European universities tend to be suspicious of private industry, relying more on government grants than private sector money. However, European venture-capital companies have adopted the American model and investment in new companies grew 23 percent between 2003 and 2006, and 15 percent between 2007 and 2010, compared to less than one percent per year in the U.S.—meaning we have reached a "flat" period of innovation (Ornstein 2012). Countries such as Denmark, Finland, Germany, Sweden and England, often criticized by American capitalists as too socialistic, have had more venture-capital industries in relation to the size of their economies than America.

For all its economic problems however, the U.S. still leads the world in new start-up businesses and entrepreneurship—producing approximately 5 million new small businesses every year—some of them, rapidly growing into the world's largest corporations such as Microsoft, Amazon, and Google. As many as 22 percent of the nation's Fortune 1,000 or biggest companies were created since 1980, illustrating the nation's continuous gospel of innovation and prowess of human capital. In a nutshell, given the last page of facts and figures, all these numbers suggest that American entrepreneurship is still very "venturesome," but it is beginning to flatten vis-a-vis other industrialized nations. The reason is not necessarily because the flow of money has declined rather because the U.S. companies are moving offices to other parts of the world.

Innovative businesses are also beginning to tap into emerging markets. China and India which spent less than 1 percent of the world's R&D in 2006 are now beginning to become innovative out of necessity. Globalization and the spread of the internet and technology have led to the spread of information and creation of new business models in Asia. Whereas originally noted as "copycats" of Western

intellectual property rights (which cost Microsoft alone an estimated \$100 million per year from 2008 to 2012, they are now moving into the innovative process in the (1) drug and pharmaceutical industries, (2) motorcycle and auto industries, and (3) electronic and communication industries—forming multinational companies and reaching markets in emerging countries in Latin America, Asia, and the Middle East.

In the meantime, some of us in the U.S. are rejecting globalization and turning inward—questioning the idea of free international trade, talking about imposing import tariffs, viewing China's economic growth as a threat to our well-being, building fire walls to protect our banking, utility, and military systems from computer hackers, and describing the origins of the 2008 recession in global terms or as a conspiracy between international corporations and international banks.

Although we may not fully understand all the connecting components of globalization, or how to manage the massive amounts of data, globalization is here to stay. Every time you google, tweet or text, every time you use Facebook, Amazon or e-Bay, every time you use your credit card, cell phone, iPad or GPS—what you are doing is connecting and networking on a global system built by U.S. innovation and entrepreneurship. Regardless of our location—some rural town in Louisiana, a mountain village in Montana, or on Fifth Avenue in New York City—it's a system that permits us to connect from anywhere on the map to the rest of the world.

China and India—and the Future

While most of China's and India's innovators are not well known in the West, they will eventually challenge American human capital in the three aforementioned areas of productions. For example, India's Tata Motors is producing a "people's" car for \$3,000, partially out of necessity, and China is boasting it will start manufacturing 500,000 electric cars by 2012—also out of necessity. It is also already producing clean-coal plants to cut down pollution in its cities. In the meantime, the U.S. is still debating whether it should drill for oil off shore. More troubling, there are over 500 computer chip companies in China, ready to challenge Motorola, Cisco, and AT&T.

If I had to bet on China or India, I would put my money on India. Comparing China and India, the human capital of India is young compared to China's population which is aging due to restrictions on family size and children. In 2010, India's 14-year old or younger population was 31 percent of its total, compared to China's 14-year old or younger population which represented 20 percent. The outcome is that India with its 1.1 billion people and capitalistic spirit, represents the greater competition for America's human capital and potential for innovation than does China. The Chinese economy is based on manufacturing, a twentieth century model, not scientific or technical knowledge (India's prototype) which is a twenty-first century model. Actually, a few U.S. economists are concerned about the rise and potential of both countries—and future competition with the

U.S.

But there is a flipside or softbelly to India's future growth and that flies in the face of its prospective superpower image. The country is beset by an entrenched smug elite, tied to a caste system and perpetuated by centuries of racism and injustices. Notwithstanding the enormous economic gains made by India, far beyond even what optimists would have predicted a few decades ago, the country is flawed by the dust heap of custom and tradition. It's history (and current policies) is plagued by the brutal methods of the police, unethical practices of business people, payoffs and favors expected by an army of government bureaucrats and regulators, and a slow-moving, class-biased judiciary system—all which currently vye to slow down India's economic miracle.

Nonetheless, I am inclined to wager my money long term on India, not on China, because the Indian education system is rooted in the Anglo-American perspective which puts a premium on creativity, inquiry and independent thought. The Chinese schools prize memorization and rote learning, an ideal that can be traced to a series of forty dynasties spanning more than 4,000 years, beginning with the Hsia dynasty in 2200 BC and ending with the Manchus in 1912 in which bright students studied diligently to pass a series of civil service exams in order to become scholar-officials and bureaucrats who governed China for the emperors.

The Chinese heritage has revealed persistent efforts to maintain unbroken traditions and cultural continuity, relying on respect for elders and old customs, and further promoted by the teachings of Mao up to Tiananmen Square just twenty years ago, whereby students were required to memorize and parrot the wisdom and thoughts of their leader. This type of thinking still characterizes the Chinese academic model in which conformity is crucial and questions by students are frowned upon in school because of fear of appearing stupid in front of classmates.

The teaching-learning process in China is not conducive for scientific, high-tech and innovative culture. The knowledge society we live in does not reward facts or trivia data that can be googled. What, when, and who questions and answers foster memorization and characterizes Chinese education; it is mistakenly assumes that people who know the answer are intelligent. Why, how, and what-if questions and answers lead to abstract thinking and discovery; it characterizes higher education in tier 1 colleges in the U.S. and other Anglo countries, as well as India whose schooling system is based on the British model. Chinese education authorities, with the approval of the central government, are just beginning to challenge traditional educational methods and study the U.S. and British education models, but they still have a long way to go in order to overcome 4,000 years of isolated history before they can laud the innovative mind.

But wizened old men realize the value for caution. The Western mind doesn't fully understand the Eastern mind, and no matter how naive or immature we think the Asian

perspective or philosophy, they know us better than we know them. Given a rapidly changing society that we live in,

the future isn't what it used to be or expected to be. Therefore, everything I say about the Chinese and Indian mind and the spirit of innovation or discovery is nothing more than speculation that can be proven wrong by the winds of change (Chinese reform or Indian mismanagement)—and by a series of unspoken and unforeseen coalition of events.

Curtis Carlson 2006, the co-author of *Innovation* captures the trend and puts it in blunt terms. “India and China are a tsunami about to overwhelm us.” Millions of jobs are at stake and many are expected to be eliminated in the U.S. As Asia moves to a global center for innovation and new knowledge, most people in the U.S. are struggling to understand what is happening to the nation's economic luster and their own jobs. Are we on the way of the dinosaur—big, old and clumsy? As a nation are we on the downside of Darwin's theory of adaptability? We need to come to the realization that the emerging nations of the world will increasingly share economic power with the U.S. The hand writing is already on the wall. The ordinary person in America will have to adjust to a lower economic position on the totem pole of mobility, opportunity and status.

The “copycat” stereotype of Asia is vanishing. The number of engineers annually being produced by India (350,000) and China (600,000) outnumber the U.S. (70,000) by 5 to 8.5 times. All of these countries consistently out score American students on international tests in science and mathematics. This difference is bound to accelerate the rate of innovation (and growth of middle-class jobs) in these two countries and challenge Silicon Valley. Figuring a four to five year lag between the birth of an idea—from a computer model or experiment to research and development and then to production—in the next ten to twenty years the U.S. is going to wake up and find out that the low-paid, low-quality Asian worker has been relegated to the heap pile of history and replaced by a freewheeling, innovative workforce. The likes of Apple, Cisco, Hewlett Packard, Intel, etc. are going to experience major competition from China, India (and even Taiwan, South Korea, Japan, Singapore, etc.).

Americans will find the new Asian innovative models of growth and productivity possibly more threatening than the current demise of the U.S. manufacturing model—and the shredding of millions of more jobs to overseas competitors, with names we cannot pronounce and a culture and language we don't understand and never bothered to understand.

The only way to reverse this growing trend is to stop the erosion of U.S. innovation by (1) improving math and science education, (2) offering scholarships or free college education to math and science teachers, engineers and scientists, (3) welcoming more talented immigrants and promoting their citizenship, (4) linking start-up companies with venture capitalists, (5) offering tax incentives to U.S. companies that invest in innovative products and services, and (6) discouraging or preventing the likes of Cisco, Intel and Microsoft from building new research facilities and offices in Asia or Eastern Europe. Dean Kamen, a college dropout, author and inventor who holds some 450 U.S. and foreign patents for innovation devices puts it this way. “We can print

more money, but we cannot print more knowledge.” That takes a generation to produce, some 12 to 16 years of schooling. More bailouts might help the economy in the short run, but only more people like Bill Gates and Steve Jobs can move us into prosperity over the long run.

In the U.S., the pressing need is to focus on talented students and math and science education and other innovative capacities (recommendations 3 to 6) in order to secure America's future prosperity and security. Here we are not talking about a new paradigm or transformative shift in society. What we need to do is to invest in incremental changes, more efficient- technology, and new industries—steady progress and development of ideas and human capital. In the final analysis, a nation is only as good as its next innovation. Transformative changes come in cycles and over several generations and cannot be easily predicted or counted on, unless you believe in a constant flow of “Sputniks.” The last major paradigm shift had something to do with computers and the Internet. Unless someone has a crystal ball or a direct link to the Oracle, no one really has a clear idea when the next major shift or invention will take place.

As for developing countries, the situation for women is dim and there is need to broaden their basic rights, including access to education. However, the list of problems include basic security issues—sex trafficking, child marriage, domestic abuse, gang rape as a military tactic, malnourishment, lack of medical care and maternal mortality. The key to fighting history is to stop ignoring the custom of devaluing women and to promote the education of women. If the third world is to prosper, the status of women must be improved for they represent 50 percent of a nation's human resources. Education can chip away at cultural practices in many parts of the world, and the outcomes are tied to economic growth in a knowledge and digital society.

Growing Inequality in America

As a capitalist society, the laws of economic individualism, competition, and achievement overshadow an economy based on safety nets and social programs, protection for workers or in which the free market is to be subordinated to the group. Although the natural law of competition is sometimes hard on the individual, the old-fashion capitalist might say: “If the strongest and swiftest win the race, and the rest falter and barely make ends meet, we may be consoled by recalling the sage advice of Shakespeare: 'The fault, dear Brutus, is not in our stars, But in ourselves, that we are the underlings.'”

The justification of U.S. inequality has been delineated since the birth of the nation. Going back to Alexander Hamilton, the first U.S. Treasurer, he felt the masses rise to the level that nature had intended and possess all the turbulent passions of an animal. The manufacturing and banking class were guardians of the public good, elevating society by providing people with opportunities to work in factories. The government had to support these economic elites and protect them from the influence of the labor class and “Jacobins” in

the populous American towns.

More than two hundred years later Milton Friedman, another conservative pundit, argued that small government was the best government, since the big government jeopardizes individual liberties, especially property rights. Competition is the engine that drives the economy and inequality is the natural outcome when society allows individuals to compete and find their proper level and learn how to do that for which they are fitted by nature and nurture, as well as choice.

As capitalist doctrine has evolved, people are by nature unequal. Those who take risks, prove their ability and take responsibility, compete and excel, overcome obstacles and get ahead—are thus entitled to the rewards that may come from their efforts. Two classes of workers emerge within the capitalist system: Performers who entertain the public and generate profits or revenues for a business or corporation and salaried employees such as professionals (teachers, engineers, and accountants) and laborers (plumbers, hotel workers, and janitors) who are considered a cost factor or expense item in determining annual budgets. The goal of an organization is to keep costs down and maximize profits. For those who increase costs, the idea is to trim their salaries by considering supply-demand trends and eliminating jobs. Those who can bolster revenues or the profit column are paid handsomely for their efforts.

According to Forbes, in 2012, entertainers such as Taylor Swift earned \$57 million, Roger Waters of Pink Floyd made \$88 million and Hip Hop producer Dr. Dre made \$110 million. Ball players such as Roger Federer (tennis), Tiger Woods (golf) and LeBron James (basketball) each earned more than \$50 million, while Floyd Mayweather (boxing), currently incarcerated, earned \$85 million. Tom Cruise and Sylvester Stallone each earn \$15 to \$25 million per movie. All of these people are brand names who perform for the public and realize profits for corporations.

In 2012 the average worker, a cost factor, earned approximately \$36,000, while the average teacher earned \$55,000 and the average engineer was compensated with \$80,500. Now compare these salaries with CEO's from the 200 largest companies who for the same year averaged \$11.7 million, and those from the top 50 companies who averaged \$20 million. On the top of the list, according to Forbes, was Stephen Hemsley (United Health) at \$102 million, Ed Mueller (Quest) at \$66 million and Robert Iger (Disney) at \$53 million. Ironically, the runaway salaries of top executives have little to do with performance, since many of the companies that paid the highest salaries often lost money that year.

The problem of the often overpaid, incompetent executive is especially upsetting when the rewards are subsidized by the U.S. taxpayer, including the single mother or typical laborer who works multiple jobs to make ends meet. It doesn't only occur when the feds bailout Wall Street. If executives, entertainers, and athletes are making millions of dollars, it has to come from someone's pocket; this is reflected in inflated prices for rock concerts and baseball tickets and

depressed salaries for the average worker in the organization which pays high executives salaries, since there is a limit or percent of the firm's net revenue that goes to compensation and benefits for all employees. If we start adding up the ramifications of all these overpaid executives, there is more than a whisper of public frustration, not yet a shout, to put a lid on executive compensation and to improve the links between pay and performance.

What these kind of disparities create is a new group of “haves” and “have nots” within the nation, based on a flawed capitalist model that rewards those who make money for an organization and penalizes those who cost money for an organization. There is no sound reason to promote or defend this system of rewards other than some illogical reasoning based on greed and stupidity or some quaint notion that capitalists (now including brand name performers) receive their fair proportion from corporate profits while wage earners can enjoy a day at the beach on Sunday for free or a fishing vacation in some remote part of the country on the earnings of a week.

It's the Roman Empire again—with highly paid gladiators who entertain the audience—coupled with the “robber barron” era again with all restraints vanished. The key question is whether Roger Waters is worth 1600 times more than what a teacher earns or whether LeBron James is worth 625 times more than what an engineer earns, or whether the average large company CEO is worth 325 to 555 times (based on \$11.7 or \$20 million average salary) more than the average worker, (based on \$36,000 average salary). Your answer probably depends on whether you believe in the free market system or some form of government regulation. It also reflects your views on human capital and the value you place on labor vs. talent.

Let me state it in slightly different terms. Should Master Card's Robert Selander have received 287,341 shares of stock for free on the day the company went public, worth \$13 million two weeks later, while each of the company's \$4,400 employees received 100 shares, worth \$4,700 for each employee. Is one person's value to a company worth 2,766 times more than the average worker in the same company? These monetary conditions lead to immense disparities and are symptomatic of the problem inherent in this capitalist system and the subsequent problem of inequality facing the nation.

Allow me to frame the economic issues in moral tones. Consider that the average salary for the top 25 hedge fund managers was \$1 billion in 2009, sometimes only with single digit returns. The total, \$25 billion, was equal to what 500,000 of the nation's 2.8 million teachers earned the same year. Here is a pop quiz! Should 25 people who move money around with a mouse and produce nothing, and at worse played some role in the economic meltdown of 2008 (which cost tens of millions of Americans to lose their jobs and/or homes), earn the same amount as a half million teachers who perform an essential service for the nation. Is one person worth 50,000 times more than another person?

We need to wrestle with these issues—and not

pooh-pooh them away as part of the capitalist system. It is our teachers, scientists and engineers, and other knowledge and high-tech workers that will save this country, not the hip hoppers or rappers, not our athletes or entertainers, not our hedge-fund managers. In a fair society or good society, if inequality of income persists, it should be based on how much value a person's work is for the common good. The question then arises whether a teacher's or engineer's service is more valuable than someone who can sing songs or hit a golf ball 500 feet.

What we need to do is find ways to reduce existing inequality. There is a lot we can do that is easy to implement regarding education, social security and health care. Canada, Australia, and many western European nations spend up to twice as much as we do on social programs and safety nets. Why should entertainers, sports figures or CEOs in the U.S. earn \$50 to 100 million? Why should hedge fund managers earn a billion dollars or more? Why do the American people allow it? To be sure, there comes a point where financial rewards become irrational, based solely on profit motives as opposed to value for the common good.

Despite the titans of industry, the wizards on Wall Street and the disciples of Ann Rand who believe that "greed is good," in civilized society the test of restraint, balance and fairness are needed to protect all the "slow" and "average" runners of society. Here we are talking about welfare receipts, sick people, disabled people, unemployed people, retired people, elderly people, mentally challenged people, and the working poor—what was once called the "silent majority" and now the "moochers." We fail to consider reality: All the human tragedies taking shape and tightening its grip on American society.

We are talking about millions of individuals and families in America living on the threshold (\pm) of poverty—lost jobs, lost homes and lost dreams. Michael Harrington (1962) described them as The Other America. Charles Dickens (1854) in *Hard Times* used darker tones to describe this low-paid, industrialized work force. Indeed, today, we have the largest percent of low-paid workers within the industrialized world, about 25 percent, according to the International Labor Organization. In this connection, the rate of unionization continues to fall, from a high of 35 percent prior to 1980, when President Reagan crippled the air controllers union, to fewer than 7 percent in 2012.

Proponents of the system rely on free-market and trickle down theories to defend this dark side of the American system while rewarding "job creators," "innovators," and "risk-takers." Myself and other critics would interpret it as a rigged system extending thousands of years into history—a divide between 1 percent (originally called the monarchy and nobility class, now called the rich and super rich) and 99 percent (originally called serfs, peasants, and indentured

servants, now called the working and middle class).

Conclusion

Every nation that professes to be humane, democratic, and/or just needs to implement a floor and ceiling regarding income and wealth. Where that floor and ceiling should be is beyond the scope of this article, but it should be worked out by members of society through political compromise. Failure to work out a balanced and fair floor and ceiling can lead to the decline of the U.S.: first by choking the working and middle class—the populace or base that a democracy needs in order to function—second by reducing opportunity for most citizens because the income/wealth gaps are too wide to permit a level playing field and third by increasing the costs of goods and services which will make us less competitive with emerging nations such as China and India.

These two countries are annually growing 7 to 10 percent while we are growing by 1.5 to 2 percent and are incrementally going to have a more competitive advantage because they stimulate their collective talent towards new ideas, new industries, and new markets; moreover, they have several technical universities that rival MIT and Stanford. The next big ideas are bound to come from young talent in Asia, from people with hard-to-pronounce names.

Already, as you read this article, U.S. investors are recruiting Chinese and Indian students and financing their ideas. There is tons of money chasing these start-up ideas, and it's bound to happen that young stem workers from China and India are going to start big companies like Google, Facebook, and LinkedIn. I'm not willing to say that our best days are over. But we have to get used to the notion that many innovative ideas in the 21st century will be coming from Eastern-rim nations.

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National Culture Protection and Safety Strategy of the Developing Countries Under the Background of Internationalization of Education: the Ghanaian Perspective

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Abstract: The founding fathers and mothers of the nation Ghana were conscious of the fact that the significant growth of the nation and her citizens must be based on strong cultural basis. An attractive and symbolic characteristic of Ghana's culture is the unity she derives from the varied cultural background of her people shown in her National Anthem. According to the Cultural Policy of Ghana document of 2004, common beliefs and traditional establishments epitomize her shared inheritance. Each ethnic grouping in the country has exceptional cultural structures and traditions that portray uniqueness, dignity and pride. It is therefore no wonder that since independence in 1957, the developing Ghanaian civil society has realized the necessity to ensure harmony within the nation's cultural diversity resulting in Ghana enjoying a comparative degree of unity, stability and peace in the accolade "One Nation, One People, One common Destiny". With globalization and modern technological development, it is prudent for Ghana to recognize that her unique national culture has been the basis for progress in her human capital and institutional development, a move that has translated significantly into national unity. The need for national Culture Protection and Safety Strategy of the Developing Countries under the background of internationalization of Education and the globalization of the Economy in Ghana cannot be downplayed when the world is going global. This paper therefore seeks to focus on the cultural protection and safety strategies of Ghanaian culture and how they project national solidarity and awareness against the backdrop of internationalization of education and globalization of her economy. It highlights the importance of the Ghanaian national culture and the approaches that must be adopted to enable the country to be responsive to societal needs and to the developmental agenda of the nation.

Key words: culture protection, safety strategy, ghanaiian perspective.

Introduction

Authors such as Boye, G.L, & Ampofo, O. (1987) and Gyekye K. (1995), have documented information on culture and education in the Ghanaian society. Most importantly national development founded on a nationalistic patriotism informed sound opinion of the founding fathers of Ghana. It is therefore ironic therefore that a distinctive characteristic of nationalism and diverse cultural backgrounds is where the Ghanaian derives her strength and unity from. Before the present civilization, our forefathers produced art forms that are comparable to contemporary art work. Since the colonial days, communities, societies and cities have shared many of the same cultural attributes.

According to Gyekye K. (1995), "when people live together in a chosen demographic setting, they tend to consciously or unconsciously have some form of social norms that would guide and direct their way of life".

All kinds of social framework which they set for themselves consciously or unconsciously shaped their way of

life as a people.

To function as a people, consensus building on specific social development enabled them to cultivate essential ethical values. Traditional institutions at the time constituted a normative structure that identified the people and also symbolized their mode of life in its entirety.

Every cultural set-up in Ghana has its own belief about the creation of the world and the opinion of individual identifiable items that they revere and worship. In order to have a structured system to manage, guide and direct their social and personal relations and affairs of their communal settings, our forefathers had governance structures and traditional ways of educating their children. They had their own unique style of dressing that depicted their culture and accepted distinctive societal behavioral patterns and works of art. Ghanaiians therefore perceive culture all over the country as nothing but the epitome of their entire Ghanaian way of life.

Culture is a way of life, is developed for the purpose of living. In the Ghanaian cultural setting, culture is socially

transmitted and assimilated. Our Ghanaian national cultural identity starts as a human reaction to the country's social setting. Our cultural traditions look into retrospect for their obligation, power and genuineness as norms handed down to us over the years. Our legends hold it that our cultures, just as any other in the world, were apparently created by man as a lifestyle that is exhibited by a distinctive people or society. It is socially transmitted, imbibed and adhered to. Ghanaians used to hold on fast to traditional beliefs but today, our culture has become so vulnerable due to enculturation. Every Ghanaian culture is expressed in terms of philosophical thoughts, morals principles and moral values, dialects, music and dance, religious beliefs and politics. Social customs taught to the members of the various ethnic set-ups relate to marriage, birth and death, puberty rites and total family life among others. Another important aspect of the Ghanaian culture is manifested in terms of behavioral patterns in food preparation and consumption, varied handicrafts and clothing, body decoration, visual arts and traditional symbols. According to "Ghanaian Culture, National Identity and Development, (2006)", accessible records show that Ghana has some three score ethnic groups each characterized by peculiar cultural values and traditions that give identity to the ethnic group. The major ethnic groups are Ga- Dangme 7.5%, Ewe 12%, Akan 50%, Guan 4%, Gurma 4%, Gurunsi 2.5% , Mande-Busanga 1% , Mole-Dagbon 15.5% , other (Hausa, Zabarema, Fulani) 2% and other tribes 1.5% , (2000 census).

Since Ghana's independence, civil society organizations have emerged that have recognized the necessity to encourage diversity, a phenomenon that has resulted in the enjoyment of our total unity, stability and peace.

Unquestionably the arts and cultures of Ghana contribute to the advancement of her people, making their input and impact in a manner that is not necessarily immediately noticeable and measurable. For example, by means of sermons, religion (Islam, Christianity and Traditional) , is geared towards instilling sound moral standards in individuals while historical facts establish an essential connection between the previous and the present generations thus providing her people with a dependable platform from which to better envisage the future. Ghana is capable of contributing immensely to the modern world culture by projecting African civilization and values as identified in her culture. The key to such vision of a formidable region depends on our achieving unity in cultural diversity.

Ghanaians have come to terms with the fact that sustainable development depends on the intelligent and efficient exploitation of her natural resources and the need to cultivate the appropriate scientific attitudes is vital. In thinking about creating the scientific outlook in our people to enable them to be participants in the global culture that has become scientific and technologically sophisticated, Ghanaians are deeply examining the factors that would include cultural beliefs and practices to face the challenges ahead. In view of the tremendous importance of science for the progress of other aspects of culture, Ghana must hold fast

to the pursuit of sustained cultural inheritance.

Problem

The world has become multi-cultural through globalization and Ghana cannot be an exception. Even after independence, the country has been inundated with Western cultural leftovers from the colonial master.

Civil society organizations and institutions in Ghana are now engaged in eliminating outmoded cultural practices. The abuse of rites due to cultural inferences and lack of appropriate and effective direct policy legislations often leads the citizenry to the fringes of ethnocentric conflicts. These often times may emanate from socio-politico-religio-economic discourse that frequently disturbs the peaceful coexistence for sustainable growth and development.

The Ghana National Commission on Culture which has been empowered to ensure regular review of cultural policies is highly incapacitated and under resourced to make it technologically operational with the emerging global trends. Ghana's National Cultural policy is sometimes practically un-implementable which poses a challenge through enculturation from technological sources. It is for these reasons that the researchers are embarking on this research to advance the frontiers of cross-cultural education.

Objectives

to focus on the cultural protection and safety strategies of Ghanaian culture and how they project national solidarity and awareness against the backdrop of internationalization of education and globalization of her economy.

to highlight and document the importance of the Ghanaian national culture and the approaches that must be adopted to enable the country to be responsive to the developmental agenda of the nation.

Delimitation:

The scope of the research will cover information on cultural protection and safety strategies in Ghana for the benefit of the international community.

Research Methodology

Review of related literature on cultural protection strategies and policy in Ghana will be carried out.

Interviews and Questionnaire will be administered.

Document information on the importance of the Ghanaian national culture and the approaches that reflect the developmental agenda of the nation qualitatively

History and Administration of Ghana

The Gold Coast became Ghana after freedom on March 6, 1957 and attained a republican status in 1960 with Dr. Kwame Nkrumah as the first President. Under his administration Ghana made outstanding advancement in education and public and social services and engaged in hastened determinations to become industrialized and attain

infrastructural transformation. Ghana after attaining independence played a leading role in the emancipation of the African continent from colonial subjugation. Ghana was also very active in affairs of the other world bodies and agencies. The government of the first Republic was however ousted by a military coup in 1966. In 1969, constitutional rule was restored but the government was toppled in 1972. The subsequent government led by Dr. Hilla Limann and the Peoples' National Party suffered the same fate in 1979 from the hands of the military led by Flt Lt Jerry John Rawlings. Again, democratic governance was re-established in 1992. The New Patriotic Party (NPP) won the December 2000 election after defeating the National Democratic Congress in a historic election. That election and the ensuing change of government then gave Ghana's image a big boost on the international scene after an unprecedented peaceful election that never had been experienced in Africa.

Ghana is full of life with the hustle and bustle of the capital Accra to the distinctive isolated villages of the three northern regions. In fact, from the renowned Asante Monarchy to the ancient mosques of Larabanga and Bole in the northern region, Ghana can be described as a nation whose huge cultural multiplicity both excites and captivates foreigners, inviting them into everyday cadence that is exceptionally and unquestionably African. A distinctive shared character of Ghanaian cultures is the love of their renowned festivals. These festivals are scheduled in a way that they do not coincide with another. Barely a month passes without one town or the other celebrating its major occasion, while daily communal occasions and ceremonies are likely to be flooded with festive moods and a carnival atmosphere.

For a foreigner, the first point for discovering Ghana is the historic capital Accra. Accra's atmospheric colonial settlements can still be seen with the colonial branded architectural design dating back from the colonial epoch and garnished with remarkable breakthroughs such as the 17th Century Osu Castle, the state-of-the-art Independence Arch, the Kwame Nkrumah Mausoleum, the Flagstaff House which is the seat of government and the lively fisher folks of the beaches.



Fig. a. **Independence Arch in Accra, Ghana**

<http://de.wikipedia.org/wiki/Independence-Arch> retrieved, 29/05/2015



Fig. b. **The Black Star Square in Accra, Ghana**

http://en.wikipedia.org/wiki/Black_Star_Square retrieved, 29/05/2015

Synopsis of Culture in Ghana

Ghana's product of diversity in culture is rooted in the various indigenous groups that make up the national culture and which have been influenced by both local and foreign cultures. Realizing the role of culture in nation building, Ghana's cultural renaissance since the attainment of self-rule has been a central feature of her post-independence nation-building agenda. There has been a high degree of realization of the importance of harnessing her endowed cultural resources to develop her human capital, a process that requires the establishment of an educational setting to meet the challenge. It is no wonder therefore that currently, the appeal for a considerable accent on the cultural element in all aspects of the country's developmental agenda has become progressively more vocal. The world has become multi-cultural through globalization and Ghana cannot be an exception. Even after independence, the country has been inundated with Western cultural leftovers from the colonial master. This notwithstanding, our Ghanaian culture offers us with a values that the citizenry must hold in the highest regard both psychologically and practically.

Ghana has a powerful institution of culture through arts and crafts that portray a novelty in the diversity of her art works. Folktales and fables have also played significant roles in the Ghanaian cultural setting. Ananse stories mirror group cultural identities and the preservation of the folktales of our ancestors has helped to preserve our entire cultural heritage. Storytelling in the cultural setting affirms the pride and identity of our culture. The diverse ethnic groups in the country have different approaches to storytelling. These stories offer an understanding of the society's philosophies, assessments, and customs. For people within the community, it allows them to project their group's exceptionality. The stories depict the mortal wishes and uncertainties involving issues such as love, marriage, and death. Folktales are also seen as a tool for tutelage and amusement. They provide an opportunity for both young and old to understand their physical and social setting. Each story to be told is based on a strong moral lesson to teach her people; effectively, virtue will prevail over malevolent. Even though fables are for amusement, they carry with them a sense of belonging and self-importance to societies in Ghana. Ghanaian folk stories have definite structures. In some settings, the indigenes gather

to listen and tell their stories while others are household engagements. Storytellers have positive instructions to begin and finish the stories. For example, in the Anlo cultural setting, the storyteller galvanizes the support of the audience through the echo: “mi se gli loo” to induce the addressees’ attention and “eglii takpo ne dzo do ave” to signal the end of a story.

Features of the Ghanaian Culture

The Ghanaian today will always have a lasting memory of the founding fathers of the nation whose dreams, toils and relentless struggle wrestled this beautiful nation of Ghana and its priceless heritage for us. To demonstrate her commitment to the development and sustainability of culture, the government of Ghana formulated a National Cultural Policy in 2004 to generate consciousness in the customary beliefs that will generate self-importance and admiration for the nation’s heritage. The policy also aims at enhancing national cohesion and acting as a channel of promoting peace and harmony and understanding of the cultural values of the nation and the prospective of the wealthy multiplicity of expressions needed for nation building. Undoubtedly, the National Cultural Policy has as the most important aim, to bring about national harmony amongst the various tribal groups by encouraging cultural interactions through programs that create the enabling environment for national cohesion and development. Ghana’s cultural policy, apart from the aspects that are ethnic inclined, is geared towards the protection of the sub-regional cultural heritage. In view of this objective, the National Commission on Culture has made it a priority to have a serious assessment and appreciation of the Ghanaian culture in its totality along historical, religious, educational, economic, social and political lines.

The coming into being of the National Cultural Policy has enlightened Ghanaians of the modern-day significance of our customs and traditional inheritance and support indigenous societies to mobilize their human and cultural resources to emancipate themselves from the strings of poverty. Civil society organizations are now engaged in eliminating outmoded practices that hitherto led to the abuse of persons through public education and the appropriate legislations. Education is now used as a tool to promote cultural awareness of the youth to prepare them for their roles in the cultural life of their communities. Ghanaians now maximize the capability of this vibrant sector to stimulate their culture in order to enhance Ghana’s image as a cultural tourism destination. The meaningful growth and development of every country must be based on a strong cultural foundation. Ghanaians do not regard their cultures as just going back to anything that our forebears handed down to us from antiquity. Our cultures serve as a cutting-edge instinct to express the boldness of the people towards sustainability of our culture for the future which is now confronted with the demands of modern technology. In line with such objectives as promoting ethnic co-operation and integration in economic, social and cultural activities, there is the belief that such a move would ultimately lead to raising the standards of living

of the Ghanaian and uphold and improve cultural constancy amongst her citizens to pay their due to the progress and development of the nation. The Ghanaian culture is serving as a basis on which the Ghanaian society is thriving to attain greater heights in a world that is fast developing, where the Ghanaian national culture is being threatened by westernization and modernization. It is therefore prudent to that our culture must be preserved and projected to the world and our history kept alive so that Ghanaians would remain custodians of their tradition and history. Our civilization has created an interwoven culture that is an impressive inheritance. To Ghanaians, the traditions of their ancestors are still valid and form an integral portion of their everyday lives.

Tutelage

Against the backdrop of internalization of education, Ghana is poised for the impartation of positive national cultural values that are internationally endorses a phenomenon that will focus on training the youth of the nation. Cultural education, as a pivotal point, is carried out through formal education, apprenticeship education for creative and talented individuals in the fields of arts and culture. Cultural education also targets public education, symposia, forums, newspapers and mass communication. On the formal education front, the Ministry of Education and other key bodies and educational interventions have ensured the cultural relevance of education to draw the individual youth into the society he/she is living in and the national environment at large. In this regard, the campaign on the promotion of Ghanaian languages for basic instruction in the Ghanaian educational system has been vigorous. In order to achieve this noble idea, the stakeholders in partnership with the Ministry of Education and other related agencies is ensuring the development of the major Ghanaian languages (Akan, Dagbani, Ewe, Ga, Nzema and Hausa) as tools of expressing modern ideas and thought processes.

Awareness has now been created for the formation of Heritage Clubs in educational institutions so that our heritage won for us through the blood and toil of our fathers would be sustained. Educational institutions and cultural agencies currently engage in the creation of active interaction between schools and institutions as well as the communities in which they are situated. The chieftaincy institutions as well as opinion leaders and people of repute in the various communities engage in instructional sessions with members of their communities to teach acceptable norms and values in order to pass on traditional skills in handicraft, folklore music, the different dances for occasions and the art of speaking by choosing the appropriate diction at all times and at all levels of communication. Today, organized student bodies and organizations are engaged in cultural tours to museums, traditional palaces, National cultural festivals and heritage sites in the country.

Exceptional Instruction

With the creation of cultural awareness and the economic gains that could be derived from properly packaged cultural

activities Ghana is offering education to individuals with artistic talents to sustain our cultural heritage and to make a living out of their God-given talents and potentials. There are schools that train professional dancers while there are traditional ones that train others for traditional dances. For example, before a chief, a queen mother or traditional leader is installed, they are taught some specific dances of the ethnic group which they would have to perform on the day of outdoorings and on other ceremonial occasions. In the case of fine arts, wayside artists are now being profiled by the researcher to include artists who conduct their operations located by the road side in smaller kiosks and quasi structures, produce artworks and usually exhibit them in the open. Some of the works they produce include paintings and portraits of important local and international personalities, screen design printing and sale of other forms of art souvenirs. The patronization of w years directly promoted tourism development in contemporary trade industry in Ghana. Traditional wayside artists are not given much attention in developing their artistic works and so patronage by tourists is gradually fading away. It is important therefore to encourage these wayside artists' contribution vis-à-vis this important heritage to the tourism industry in Ghana. There are revelations of possibilities of innovations and creativity to include the optimization and operations in the development of tourism trade to enhance competition by the wayside artists. Other areas of cultural concern are the sculptors, craftsmen, kente (traditional cloth) weavers, actors and actresses and more recently the training of the youth in music writing and production and also movie script writing, directing and production. These educational activities have engaged the youth in various talent hunts and occupation.

Clothing

Ghanaian traditional clothes are made with various unique indigenous symbols. The popular type of Ghanaian national identity is the kente which is basically hand-woven cotton yarns into a well-designed end fabric.



Fig. c. Ashanti Kente cloth patterns

Music

Traditional Ghanaian melodies are varied as the country's population. The shared opinion of our harmony is

that, it is rhythmic and centered on the rhythms of drums. Ghanaian cultural music has mixed rhythms, usually consisting of numerous tempos in one composition with corresponding dances involving systematic moving of multiple body parts. Music from the northern regions makes extensive use of strings and horns in their music and dancing to such folkloric music involves swaying body movements and artistic footwork. However, modern Ghanaian cultural melodies have now been adulterated by music from the Western world and within the youth. Popular styles include Hip Life, Hop Up, R&B, Reggae Rap music among others. The Ghanaian Highlife, which used to be the national identity of Ghanaian music all over the world, is now associated with the aged or "senior citizens". Significant events in the Ghanaian cultural life are celebrated through exceptional ways. Naming ceremonies, adolescence rites, matrimonial ceremonies and death or transition are performed through family observances, while periodic commemorations assemble a whole group of people or clan together in remarkable manner.

Festivals

Ghanaians celebrate several festivals annually. Some of the festivals include the Odwira by the Akan people located in the Akwapim, Akwamu, Denkyira and Akyem areas.

The Yam Festival by the Aburi-Akwapim and several Ewe groups of the Volta Region; the Effutus of Winneba celebrate the Aboakyir while the Akwambo festival is celebrated by the Fantes of Agona and Gomoa. The Hobgetsotso festival is for the Ewe people of Anloland; the Homowo festival is also celebrated by the Gas of Greater Accra. The others are the Damba festival of the Northern and Upper Regions of Ghana, the Bakatue festival celebrated by the people of Elmina, the Nmayem festival of the people of Odumasi-Krobo, the Asafotufiam festival of the people of Ada and the Adae and Akwasidae festivals of the people of the Asante state.

A cautious study of Ghanaian festivals make known certain mutual features and beliefs. The people have the conviction that there is existence elsewhere after demise and also believe in the proximity of their departed relatives to their living descendants. Our festivals include thrilling durbars of the paramount and divisional rulers and Queen Mothers moving in a procession in ornamented palanquins, covered by the traditional "Nananom" sun umbrella, and supported by drum songs and musketry. Unlike other festivals, the Akwasidae festival colorfully projects the impressiveness of the Asante kingdom. The King of the Ashanti Kingdom, decorated in all his golden ceremonial costume, sits in state and receives respect from his sub-chiefs. During these festive occasions, total commitment of members of the community, involvement in and adherence of the traditional rites at the festivals is obligatory. Educational institutions and agencies have now institutionalized planned excursions to historical, cultural and tourist sites at different locations in the various regions of the country with the aim of ensuring a broader appreciation and widening the horizon of our cultural



Fig. d. Women performing a cultural dance at a festival

diversity.

The following are images of The Asantehene, king of the



Figs.e. g, h, I, j, k and l



Fig . f. Asanteman Otumfuo Osei Tutu the 2nd



The Asantehene Otumfuo Osei II, sitting in state.
Accessed: 29/5/14



The above image shows the Asantehene Otumfuo Osei II, sitting in state during the celebration of the Adaekesee. (Courtesy: www.modernghana.com Retrieved: 29/5 /2014)

Figs a-h by courtesy: www.akrase.blog.com Retrieved: 29/5/2014



Fig.j. Bracelets won on the right arm of Asantehene Otumfuo Osei Tutu the 2nd. Retrieved: 29/5/14

Courtesy: theinsightnewspaper.blogspot.com Retrieved: 29/5/14



Fig.k. Sitting in state at his silver jubilee anniversary in 1995, the Asantehene Opoku Ware II surveys his royal court. Courtesy: www.aluka.org Retrieved 29/5/2014

Ashantis

Courtesy in Ghanaian Communal Life

Greetings are important among the Ghanaians culture and especially at communal gatherings. Ghanaians are a conservative people and will frown on any indecent form of dressing. No matter the degree of adulteration of the society, Ghanaians would expect tourists to be culturally compliant especially in terms of dress code. In terms of greetings, custom demands that one takes off his or her foot wear before entering a sacred ground.

However, in some instances photographs are allowed upon permission by the traditional authorities. It is interesting to note that unlike the Western world where visits are strictly by invitation or prior information, Ghanaians visit each other

freely at any time without hindrance. Greeting people is a must because the act depicts a sign of respect and recognition of individuals as worthy. Offering a gift or greeting another person using the left hand is a cultural abomination in Ghana. There are however exceptional situations where the individual has something occupying the right hand and can salute with the left hand. This even goes with an apology.

Languages

English language is the official medium of communication in Ghana. Ghanaian authors continue to use this medium since they have international recognition for Ghanaian texts and researches for publication in international journals. The Ghanaian Association of Writers (GAW) is now promoting creative writing in the country and actively participating in the Pan African Writers Associations (PAWA). The Pan African Writers Associations in collaboration with the interested parties in the search for a solid national harmony is focusing on cultural promotion through regular discourses and workshops for Ghanaians. In spite of English language dominating affairs in the country, local languages and dialects have not been neglected. Indeed, under the supervision of the National Commission on Culture, the Bureau of Ghana Languages has been championing the crusade to promote and sustain the idea of using the local languages as a medium of instruction especially in Early Childhood Education.

History and Theory of Cultural Policies

Cultural policies the world over are linked key concerns of societies. They cut across the family house to the political platforms of national fibers, establishments and public organizations. Atlas(1985) maintains that “the decision of a family to nurture their children in the language, Cultural traditions and history of a specific tribal group is its cultural policy, a municipal development decision to focus on cultural tourism or historic preservation and recently, the coming into being of the television, internet, technological breakthroughs and other digital media is an innovation in cultural programs”. Cultural policies then, are part of our everyday Ghanaian lives. All the decisions we take concerning our daily activities amount to some form of policy making which should bring about improvement. Based on these statements, one can safely suggest that every country needs a cultural policy. Besides, the guidelines and conclusions made for the purpose of preserving the cultural history of a people is not only be viewed as being of very great importance but should also be considered as a document for further and sustainable development in every given society.

Girard (1983) maintains that “courts of law, churches, legislatures have made choices about how to sustain work in the fine arts and cultural sectors; about the language and religion of a society; and about such matters as proper or improper dress and behavior”. At each period of times past, Ghanaians have decided on how to build their culture, how to express their desires and reservations, how to symbolize their

standards in formalities and merriments.it must be expressed that the notion of an exceptional socio-cultural obligation for representative governance is a fairly modern innovation.

With the cultural dialogue which has now engulfed the nation, the notion of social equality has arisen as the main novelty in social course of action. Cultural activists in Ghana have become worried about the alarming explosion of electronic mass media, urbanization, and modernization, along with individual cultural disaffection which accompanied these social trends that are being felt globally. These influences generate a widespread societal passiveness which is detrimental to communal impartiality thus eroding traditional cultural activities. For every society to build upon its past, traditional values and norms contribute to make for the present and the future. In this case, Ghana stands to gain abundantly by being involved in the international cultural dialogue, for the light it can throw on how to keep the spirit of multiplicity of our own cultural traditions alive.

The Influence of Cultural Policies on Cultural Development in Ghana

Since culture is all-encompassing, Ghanaian cultural activities have covered a wide collection of procedures engaged in to improve the cultural life of her people. In the country, various strategies with insightful cultural influence are formulated by decision – makers and opinion leaders who may have over a period of time given cultural considerations a deep thought. In today’s global world, it is evident that renowned decision-makers haven’t engaged in any action to position tenets entirely to create awareness of the dangers that come in the wake of cultural adulteration. The measures taken to implement a cultural policy all over the world are quite diverse. For example, in Ghana, the Musician’s Association has governmental grants to artists to assist them in reviving the music industry. Other common approaches are sponsorship programs by organizations and agents. As Girard, (1983), puts it, “they are encouraging and financial historic preservation for posterity”.

Cultural Policy around the World

In a developing country like Ghana and for her emerging communities, the critical problem has been how to preserve and spread indigenous customs in the past that has powerfully rooted their people and provided their genuine sources of energy and encouragement. Another source of worry to the nation is taking what is more applicable in this mechanized and sophisticated world without being overwhelmed by its resultant effects. Several emerging nations including Ghana have been trying to overturn the long painful account of cultural annexation; the fact that their theatres, archives and broadcasting frequencies are subjugated by the foreign cultures which colonized them for centuries in the past. Ghana is however positioning herself to escape going back to sheer nostalgia generating an equally artificial culture which has nothing to say to the actual settings of modern lifestyle.

The nation wants the finest means to tackle the issues of modernization as they emerge. In a developing country like

Ghana, the issue is not about how to redesign existing communications systems, but how to develop the media landscape in the first place. It is most likely that every society whether developing or developed, face the challenges of preserving their cultural practices and make use of them to enhance growth in the face of alien, modern cultural trends. If these societies gain knowledge about new and foreign cultures, it is up to them to decide what they want to be influenced by, how new traditions would affect them, what would be kept and what would be let go while bearing in mind that every culture is unique in its own way.

Social Morals

Interested groups in the promotion and sustainability of the Ghanaian culture are now emerging with the pre-occupation of encouraging constructive social morals in our national existence, the use of prescribed approaches to boost the amalgamation of traditional values into the fabric of everyday informal education. All cultures in the country are now being given the push to identify and give support to distinctive personalities, who through their ways of life, their events for the profit of humanity, and their strict adherence to local languages have encouraged and effectively been use in educational institutions and at official and public functions. The promotion of formal and informal education as vehicles of communication is instilling cultural values in the citizenry in line with national objectives has thus given practitioners in the arts, significant assignments in propagating the pride in Ghanaian culture.

Ghanaian cultures now enjoy optimum patronage through traditional celebrations, durbars and acts of ceremonies which various forms of cultural objectives are used. Presentation of Ghanaian culture deeply involves the usage of the multi-media systems, drama, galleries, art exhibition, and colloquiums. The physical and cultural environment in every community in Ghana has witnessed a remarkable development of ceremonial grounds and the erection of monuments of founding fathers of the communities, regions, statues of very important local and foreign personalities whose contribution to the said societies cannot be forgotten. There is now a high sense of appreciation of our cultural education and the fact that our people have succeeded in transmitting their culture to the younger generation, they have succeeded in promoting and perpetuating our cultures.

Visual Arts

The National Commission on Culture is making frantic attempts to ensure the preservation of Ghanaian relics in wood work, textile, stone, metallic skills, and earthenware as well as sacred grooves and sanctuaries and seeking suitable legislations to protect those heritages from theft, unlawful commercial exploitation or destruction that may arise from unawareness or sheer hostility from recalcitrant anti-cultural individuals. Craftsmanship is currently given recognition as valued measurable legacy which forms a treasured part of our historic and modern culture. Movement of people is a key element of cultural growth and development. In this regard, it is easy for a Ghanaian of any ethnic origin to settle down in any community of choice in the country. Ghana's educational

system is also such that students from other parts of the nation criss-cross to other boarding schools in regions other than their own and this phenomenon has greatly promoted the anticipated harmony, understanding, social interconnection, reciprocated tolerance and respect the state is yearning for. Ghana, in a bid to successfully achieve the objectives of the country's cultural policy has taken into consideration all government agencies, civil society groups, business and corporate organizations, media agencies and institutions, Regional and National Houses of Chiefs and the citizenry of the country. These bodies are recognized as interested parties in the national inheritance and their support for and involvement in the putting into practice of strategies and programs are now being sought after by the Ghanaian populace.

The roles of chiefs in heritage preservation and cultural transformation have been highly acknowledged and the relevance of the institution of chieftaincy cannot be over-emphasized.

Although the administrative oversight and operational principles of the national policy is the sole responsibility of the National Commission on Culture, implementation of activities is to be undertaken by Regional, Municipal and District Centers for National Culture. The cultural policy targets the entire nation and gives room for all manner of persons the right to use and participate in cultural events freely. Not only would the Ghanaian citizenry profit from her cultural assets, but together, we can eradicate all kinds of discrimination amongst societies because of ethnicity, age, sex, faith, social standing and physical incapacity

Healthcare Delivery in Ghana

For some time now, traditional herbal medicine has been relegated to the background with hospitals and orthodox medicine in vogue. According to Nana Dr. S.K.B Asante, (2004) "the Ghana Arts and Sciences have long been in the business of harnessing research, science and technology for sustainable development in Ghana". This trend of event notwithstanding, Ghana has not distanced herself from historical beliefs and that of modern innovative schools of thought as far as culture in concerned. She does not bedevil herself with the issue of what the colonialist did or failed to do to our culture but what we have done to safeguard our heritage. Today, there is the urgent need to harness systematically the results of our cultural research in science and technology for sustainable national development.

According to the Japanese Scholar, Shintaro Ishihara, as quoted in the Proceedings of the first National forum on Research, Science and Technology held in Accra in 2004, Technological breakthroughs have always been the agent of change. Technology gives rise to civilization on which culture thrives". To take advantage of the chance of Shintaro Ishihara's observation, Ghanaians are ensuring that every individual shares in the culture of science as a way of existing, discerning and comportment of oneself. Sensible reflection and accurate thinking must supersede imagination and ill-natured talk about the affairs of other people as the source of public information. Ghana appreciates the fact that the emerging world economic order has brought in its track a pattern of life in the quest for labor and wealth, considering

the fact that the basis for wealth creation and national fortune depends on what people can produce from their knowledge acquired either traditionally or formally through western education. Acquisition of knowledge of medicinal plants is undoubtedly a form of scientific knowledge and must not be shrouded in secrecy. Knowledge in this field of science must therefore be freed from the predicament of spirituality and clandestineness and brought to the openness of the public and its medium of expression made available to many people.

It is an undeniable fact that the world today has become so hi-tech with technology becoming the distinctive striking identity of the international culture for now and beyond. Ghana is therefore playing a meaningful part in the nurturing and advancement of using herbal medicine if it is to totally profit from what technology has to offer. Nations such as China are noted for their use of herbal medicine though they have a solid base for scientific medicine. Ghana has set up a research into plant medicine at the famous Mampong Center for the research into Plant medicine and the Nouguchi Memorial Center for research into tropical diseases. Through this process, Ghanaian researchers have acquired a scientific and technological attitude and are adopting a different psychological direction to offer a stable base for technological breakthrough in the use of herbal medicine for the cure of diseases that scientific medicine has not as now got antidote to. Again, herbal medicine practitioners in Ghana are now adopting a new intellectual attitude toward the outside world devoid of spirituality, fantasy and the personalization of knowledge in this field.

Ghana can't expect to develop without developing sustainable human and material resources to research into traditional herbal medicine in healthcare delivery. World Health Organization (WHO) defines traditional medicine as "including diverse health practices, approaches, knowledge

and beliefs incorporating plants, animal and mineral based medicine, spiritual therapies, manual techniques and exercises applied singularly or in combination", (Culled from National Forum on Research, Science and Technology, (2004), Accra).

The use of herbs in healthcare delivery is now high in Ghana. Various surveys in developing countries carried out by the WHO have shown that between 60 and 80% of the population of those nations use the form herbal medicine of health care delivery. In Ghana traditional medicine is becoming more popular because local herbal medicine producers are in the system and the drugs are more readily accessible at affordable prices. Several herbal hospitals and homeopathic medical institutions are springing up speedily. The choice of delivery has to do with the needs of the individual. However, there is stiff opposition from the hospitals regarding the use of herbals; the doctors always advocate the use of orthodox medicine in health in healthcare delivery, a system that the people find to be very expensive.

Rites of Passage: Birth and Naming of a Child

In the olden days, Ghanaians used to name a child one week after birth and. At naming occasions, friends and relatives gathered to celebrate with the parents. The belief is that if a child had lived that long, then he/she would survive and deserved an identity (name). In the Ghanaian context, it is the preserve of the father, except in the situation when the father is deceased before a child is named. The birth of a child is greeted with happiness and celebration and the naming of a child is important because the child is identified by that name and which will have an influence on his life. Some ethnic groups in Ghana believe that the day of the week on which a baby is born is the providential name given by the Almighty creator. In the Akan, Ewe and Fanti traditions, babies are named mostly according to the days of the week.

Table 1 Naming Table

Days of the week	Akan (Male)	Ewe (Male)	Fante(Male)	Akan(Female)	Ewe(Female)	Fante(Female)
Sunday	Kwasi/Akwasi	Koshi	Kwesi	Akosua	Koshiwo	Esi
Monday	Kwadwo	Kodjo	Jojo/Kojo	Adwoa	Adjo	Adwoa
Tuesday	Kwabena	Kobla/Komla	Kobina	Kwabena	Abla	Araba
Wednesday	Kwaku	Koku	Kweku	Akua	Aku	Ekua/Eku
Thursday	Yaw	Yao	Ekow	Yaa	Yawa	Aba
Friday	Kofi	Kofi	FiiFi	Afia	Afi	Efua
Saturday	Kwame	Komi	Kwamina	Ama	Ami	Ama

3.9 Puberty Rites

In Ghanaian culture, puberty is a stage of change in the life of an individual, particularly from childhood to adolescence and adulthood. The change happens to members of both sex, but there is more ceremony for the girl child. Among some tribes in Ghana, puberty rites used to be ritual for young girls at the first time of menstruation. The Krobos who are non-Akans refer to it as 'dipo' while the Ashantis call it "bragro". The young virgin will first be taken to the Queen (Ohemaa) of the community first for physical examination and approval after the rites are performed. There,

she would learn rules by which a woman seeing her menstruation should abide. After this stage, there is a public outdoor ceremony performed for the girl by her parents and relatives. Food and gifts are provided for the girl and other girls who would spend the time with her. The female family members made sure to inform and invite people for the ceremony on the last day of the week, women would raise their voices in singing at dawn to announce the ceremony taking place that day. After taking her bath the girl would oil her skin with Shea butter.

Her grandmother or an elderly female relative would

send a blanket and a mat to the ceremony grounds she would be dressed in cloth that would cover from just below her breasts to her legs, leaving her breast and shoulder bare. The mat would be placed upon the ground and the blanket put on top of it. A stool would be placed on the blanket and an egg underneath it to keep away evil spirits. The girl would be sat upon the stool three times, each time, the elderly women would

say "today you have become a woman; therefore we are showing you to the public; resist wrong doing and do not indulge in bad habits". After the third time she would remain seated from the morning period till about three o'clock in the afternoon. At this time, gifts will be brought to her from her parents and relatives. If she had been betrothed to a man, he would also send gift items for all to see while the girl would remain seated after receiving the gifts. The girl (s) would dance around the village showing the transition to womanhood. Gift items may be money, clothes, jewelry, headgear and shoes. After the singing and dancing, the girl's head is shaven with a razor blade by elderly women. She would be carried on the back of one of the women to the bathroom or riverside to have her private parts shaved clean. Then she would be given a bath and taught how to keep herself clean as a grown woman. She would then be dressed in white cloth with her breasts no longer exposed and she would be given food to eat by a woman who has never lost a child. The woman would pray holding the hands of a male and female child signifying that the girl would be blessed with both male and female children in marriage. She would then put the first spoon taught, after eating the mashed yam and egg, how to treat and take care of her husband, in -laws, children, family and friends when she is married. The teaching would be done by the elderly women with years of experience in marriage. If the girl has been betrothed to a man and he is able to perform the customary marriage rites during the ceremony, the girl would be taken that same day to her husband's home where the man's relatives would be waiting to receive them and would thank the other party with drinks and money. They would then start living as husband and wife.

Marital Ceremony

In Ghana cultures, when two agreeable grown-ups of opposite sex reach a decision to get connubial, their relations are involved in the customary rites that herald matrimonial lifestyle.

Respected relatives of the suitor go to the family of his bride to solemnly ask the hand of the would-be lady. The bride's family also consults with their members before a final pronouncement is made on the issue. After the bride has accepted the suitor's proposal, drinks (Schnapps or Whisky) and some amount of money are presented by the would-be groom's family to the lady's family as by a man. The money is acknowledged as the knock-door fee. The lady would then be brought out for the man to see if she is the one he is seeking to get married to. Normally, to add humor to the occasion, three mock brides are brought in turns until the chosen one is presented. When the suitor approves that she is the one, she is also asked for her approval for the marriage. If she gives her consent, the drink and knock -door fee would

then be accepted by the would-be bride's family. The bride price for this ceremony differs from ethnic groupings. After all agreements have been reached, the bride price would be offered along with a special bride fee for the father, mother and siblings of the bride's family. Other items presented to the bride are a bag that will contain pieces of cloth, headgear, vests, footwear, handkerchiefs, ladies underwear among others.

The woman's face is covered with lace and her face covering material is then removed for the suitor to identify his would-be life partner. He would shake his head to show that is not his cherished lady and the process would either be repeated or the wife would be brought out to him and he would identify her as the lady he seeks. While she is walking out, she and the women who are leading her would stop at intervals and ask for money from the man and his family members to aid their movement. When she finally arrives in their midst and is identified by the husband, his friends and family members would keep giving her money till she smiles. Food and drinks provided for the occasion would be shared to all and the drink offered by the man is served to everybody at the ceremony to signify that they are witnesses to the marriage. After all performances, the wife would be handed over to her spouse and his family and she may leave with them or join her partner on a later day.

Funeral Rites

At the death of a person in the Ghanaian society, the family head usually present schnapps to inform other relatives. The spouse of the deceased needed to provide soap, sponge, towel, powder, bucket, traditional white attire (for males), white handkerchief, white gloves, and for females, white waist beads and necklace, white-head gear and white wrist beads. If the deceased has in - laws, they also have a role to play in the burial ceremony by providing a coffin and cloth for the dead person. The corpse is given a bath and dressed by close relatives and laid in state. The spouse, children and relatives, friends and members of the community look upon the deceased. After this time, the corpse would be put in a coffin and the spouse invited again to see the deceased before the coffin is covered for burial. The spouse, children and relatives join the funeral cortege to the cemetery which is normally at the outskirts of the village.

At the outskirts, the spouse would break a pot and swear the tribal oath detaching the departed person from the living widow or widower. This ceremony signifies a divorce from the deceased. After this, they would go on to bury the corpse. In the Ewe custom, if the spouse is a woman, she would take her bath before sunset, use twine from cloth in place of her waist beads and a small padlock would be attached to it signifying that her private parts are locked. A widow is expected to stay one year after her husband's death be her children would be entrusted to a male care. The successor would look after them till the children come of age. After one year of widowhood rite observation, the widow is taken through another ceremony to declare her liberated to lead her own life. A widower also goes through the same rituals and can only remarry after observing the rites. The spouse of the deceased, children, relatives and friends all go round the corpse and offer their condolences. If the deceased is of a very

old age and has several children and grandchildren, the funeral would be very elaborate. A wake would be held a night before the burial. There would be lots of drinks and singing and dancing all night long. Muskets would be fired continuously.

Findings

The research focused on the “National Culture Protection and Safety Strategy of Ghana. The study discovered an objective common to the cultural heritage of Ghana. Enculturation through technology and social media which is to guarantee harmony with contemporary realities, demand of change and review of cultural policy to prevent the decadence of the nation’s cultural heritage. The research looks at the existence of the Ghana National Commission on Culture, instituted for the promotion of culture in nation building. This institution establishes guidelines, aims and priorities to reclaim and reestablish our past and inheritance, traditional morals and standards by guarding and projecting them for future

Conclusions

Based on the research findings, the following conclusions were drawn. Ghana has chalked significant successes in her cultural civilization. However, cultural policy for Ghana was realized in January 2004, when the Government of Ghana approved the final policy document. The document vividly entrenched the growth and development of cultural institutions in the country to make them relevant to human development, our democratic dispensation and national cohesion. The national Cultural Policy of Ghana aims at promoting the harmonization of our cultures in fulfilment of Ghana’s objectives of promoting Pan-Africanism. (Source: The Cultural Policy of Ghana (2004), National Commission on Culture: Accra.)

It is believed that a continuous implementation of the measures in the cultural policies by the relevant agencies would result in a country that has a sound history and rich cultural heritage which is considered a solid foundation to build the future of our country. The Economic Community of West African States can achieve its objective of integration of the West African sub- region through a promotion of the cultures of West African States. In October 2010 on the Nigeria’s fiftieth independence anniversary celebration, the ambassador of Nigeria to Ghana Senator Musiliu Obanikoro during an interview on the TV3 station, a local television network, talked about the close relationship existing between Ghana and Nigeria. He said a Ghana-Nigeria commission had been established in Abuja, Nigeria to handle affairs of Ghana and Nigeria towards achieving unity in spite of the differences. In his words, “If Ghana and Nigeria can do it, then the whole of West Africa can; we can achieve unity and integration”. If Ghana and Nigeria work towards promoting unity between them, they would lead the other West African

countries to promote peace and unity in the midst of their cultural diversities.

Recommendations

The following recommendations were made to ensure that the cultures of Ghana work towards achieving peace and unity for sustainable growth and development.

The Ghana National Commission on Culture should endeavor to review the cultural policies regularly to ensure that they are operational and in tune with the changing trends in the world.

Because of the advancement of information technology cultural exploration through programs that are related to Ghanaian culture in terms of literary expressions have been restricted. Ghanaian literary expressions have not been located in any software. The challenge is that the Ghanaian is imbibing cultural adulteration from technological sources.

The Bureau of Languages is trying to propagate the use of Ghanaian languages at the early stages of education but there is the need for the proposal to be debated nationally and gazetted for approval and implementation.

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Bibliometric Analysis of the Nursing Literature: A Study at Sri Venkateswara Institute of Medical Sciences (SVIMS) University, Tirupati, India

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Abstract: Bibliometric studies are used to identify the pattern of publication, authorship, citations and/or secondary journal coverage in the hope that such studies can give an insight into the dynamics of the area under consideration. This paper presents a study of Bibliometric analysis in the nursing literature. The sources of data for the present study are the 31924 citations which have been cited in 179 M.Sc. Nursing dissertations submitted to Sri Venkateswara Institute of Medical Sciences University, Tirupati during the years 2005-2014. Predominance of double authored papers over single and multi-authored papers is seen. Majority of the cited journals (53.36%) of Nursing are from India.

Key words: bibliometrics analysis, nursing, citation analysis.

Introduction

During the last three decades, libraries have shown a considerable degree of momentum in the collection building and readership programme activities involving considerable expenditure of funds. This rapid development of libraries as a consequence, generated several evaluative studies on the usefulness of libraries to society. Until recently evaluations were subjective, based purely on opinions expressed by an individual or group. However, developments in the field of mathematics, statistics, operations research management science, and economics and system analysis have led to a minimization of this subjectivity. In particular, the systems analysis approach has led to the identification and application of appropriate quantitative measuring techniques for evaluating the effectiveness and efficiency of the information services offered by these librarians. This has generated a new field in library and information viz; 'Bibliometrics'.

Bibliometric analysis has now become a well established part of information research and quantitative approach to the description of documents and examination of services is gaining ground both in research and practice. Librarians are facing the problems arising out of ever increasing cost of different types of reading materials and decreasing budgets of libraries.

Bibliometric studies are helpful in solving the problems of librarians. Pritchard (1969) defined Bibliometrics as "application of mathematical and statistical methods to books and other media of communication"

Fairthorne (1987) also defined that Bibliometrics are "the quantitative treatment of the properties of recorded

discourse and behavior pertaining to it".

Review of the literature

There are lots of studies have been conducted on Bibliometrics from decades. I have given few studies below:

(Sangam & Biradar 1990) analysed 7,576 citations appended to 145 Master of Science (M.Sc.) dissertations in surgery accepted by the Gulbarga University, during the period of 1982 to 1989. Vimala (1997) studied the pattern of the use of information by researchers in Biological Sciences by analyzing the citations appended to 200 doctoral theses in Biological Sciences, submitted to Sri Venkateswara University, Tirupati.

Aruna Prasad Reddy (1999) Studied the citations appended to 186 doctoral dissertations in Chemistry accepted by Sri Venkateswara University, Tirupati.

Omkar Murthy (2006) studied the citations appended to 135 doctoral dissertation in Geography submitted to Osmania University, Hyderabad, Andhra University, Visakhapatnam, Sri Venkateswara University, Tirupati and Sri Krishnadevaraya University, Ananthapur.

Zaffrunnisha (2009) studied the citations appended to 159 doctoral dissertations in Psychology accepted by Sri Venkateswara University, Tirupati.

Objectives of the present study

The following are the main objectives of the present study:

1. To know the authorship patterns in the field of Nursing ;

2. To know the bibliographic forms of Nursing literature;
3. To know the rank list of journals in the field of Nursing;
4. To know the extent of availability of citations in Sri Venkateswara Institute of Medical Sciences (SVIMS) University library

Data and methodology

The citations in M.Sc. Nursing dissertations are given as a footnote at the end of each of chapter. All the citations mentioned in dissertations were noted down on slips of size 11.5 x 7.5 Cm. The information which is provided in each citation of those theses is taken as it is on the slips. The

Present study is mainly intended to describe the characteristic features of Nursing literature based on the analysis of citations collected in the Nursing dissertations and to know the extent of the availability of citations in Sri Venkateswara Institute of Medical Sciences University Library, Tirupati, Andhra Pradesh, India. The sources of data for the present study are the 31924 citations which have been cited in 179 M.Sc. Nursing dissertations submitted to Sri Venkateswara Institute of Medical Sciences University, Tirupati during the years 2005-2014.

Analysis and Discussion

The collected data has been analyzed in the following paragraphs as per objectives stated above.

Table 1 Distribution of cited literature according to its bibliographic forms

S.No.	Bibliographic form	No. of Citations	%
1	Journals	17035	53.36
2	Books	14007	43.88
3	Seminars/Conference/Proceedings	345	1.08
4	Govt. Publications	251	0.79
5	Theses/Dissertations	191	0.60
6	Reports	95	0.30
	Total	31924	100

It is evident from the table I that journals (53.36%) and books (43.88%) are the major source of information for the M.Sc. Nursing students. The remaining (2.77%) of total citations are distributed in other bibliographic forms as

mentioned above. It can be concluded from the table that the Post graduate students in Nursing are using journals mostly for their research work.

Table 2 Authorship pattern of literature in the cited Journals

Authorship	No. of citations	%
Single	3056	17.94
Two	5075	29.79
Three	6304	37.01
Four the Others	2600	15.26
Total	17035	100

It can be seen from the above table that most of the citations (37.01%) are contributed by three authors followed by two authors (29.79%) and the remaining (33.20%) are by single author and more than three authors. From this, it can

be concluded that majority of the authors in nursing are conducting research and publishing articles in collaborative authorship.

Table 3 The rank list of cited journals

S.No.	Rank	Name of the journal	No. of citations	%
1	1	Indian Journal of Psychiatry	1078	6.33
2	2	Indian Journal of Nursing	918	5.39
3	3	Indian Journal of Clinical Obstetrics and Gynecology	840	4.93
4	4	Journal of Trained Nurses Association	724	4.25
5	5	Indian Journal of Maternal and Child Health	686	4.03
6	6	Indian Journal of Preventive Medicine	602	3.53
7	7	Pediatrics Today	532	3.12

8	8	Journal of Qualitative Health Research	500	2.94
9	9	Nursing Journal of India	492	2.89
10	10	Obstetrics and Gynecology Today	412	2.42
11	11	American Journal of Public Health	400	2.35
12	11	Indian Journal of Pediatrics	400	2.35
13	12	Indian Medical Research	390	2.29
14	13	Journal of Child Neuropsychiatry	380	2.23
15	14	Nursing Outlook	360	2.11
16	15	Pediatrics	348	2.04
17	16	Indian Journal of Communicable Diseases	232	1.36
18	17	Nursing Research	198	1.16
19	18	Journal of Occupational Environmental Medicine	180	1.06
20	18	Family Nursing	180	1.06
21	19	British Journal of Gynecology	170	1.00
22	20	American Heart Journal	150	0.88
23	21	Indian Journal of Community Medicine	134	0.79
24	22	Journal of Pediatrics	128	0.75
25	23	Indian Journal of Cancer	118	0.69
26	24	Urology Research	100	0.59
27	24	JAPI	100	0.59
28	25	JAMA	98	0.58
29	25	Epilepsy	98	0.58
30	26	Indian Academy of Neurology	94	0.55
31	27	Indian Journal of Neurology	90	0.53
32	27	American Journal of Psychiatry	90	0.53
33	28	Kidney International	80	0.47
34	29	Hypertension	76	0.45
35	30	Journal of Clinical Obstetrics and Gynecology	74	0.43
36	31	Urology Nursing	70	0.41
37	31	Critical Care Nursing	70	0.41
38	32	British Medical Journal	68	0.40
39	33	Journal of Midwifery	63	0.37
40	34	Orthopedic Nursing	60	0.35
41	34	Cancer Nursing	60	0.35
42	34	American Journal of Clinical Nutrition	60	0.35
43	35	Saudi Medical Journal	58	0.34
44	35	Journal of Neurology	58	0.34
45	36	Down Syndrome Research Practice	50	0.29
46	36	Diabetes Care	50	0.29
47	36	International Journal of Pediatric Otorhinolaryngology	50	0.29

48	37	The Australian Journal of Obstetrics and Gynecology	48	0.28
49	37	Indian Journal of Nephrology	48	0.28
50	38	Canadian Journal of Nursing	44	0.26
51	38	American Journal of Human Biology	44	0.26
52	39	Canadian Nurse	42	0.25
53	40	British Journal of Obstetrics and Gynecology	38	0.22
54	40	American Journal of Physical Medicine and Rehabilitation	38	0.22
55	41	Lancet	34	0.20
56	41	Journal of Virology	34	0.20
57	42	Nursing Times	32	0.19
58	42	American Journal of Epidemiology	32	0.19
59	43	Journal of Infectious Diseases	30	0.18
60	44	American Journal of Dietetic Association	28	0.16
61	45	Health for Millions	24	0.14
62	46	Indian Heart Journal	22	0.13
63	46	Health Care for Women	22	0.13
		32 Journals each 10 citations	640	3.76
		10 Journals each 9 citations	180	1.06
		41 Journals each 8 citations	656	3.85
		50 Journals each 7 citations	700	4.11
		62 Journals each 6 citations	764	4.48
		35 Journals each 5 citations	350	2.05
		30 Journals each 4 citations	240	1.41
		49 Journals each 3 citations	294	1.73
		60 Journals each 2 citations	240	1.41
		119 Journals each 1 citation	238	1.40
		Unknown	4	0.02
		Total	17035	100

The above Table 3 projects the rank list of 555 journals which were cited by M.Sc. Nursing students for their dissertations. However, most of the citations are found in Indian Journal of Psychiatry (6.33%), Indian Journal of Nursing (5.39%), Indian Journal of Clinical Obstetrics and Gynecology (4.93%). The Indian Journal of Psychiatry get the first rank for being cited more number of times. The

“Indian Journal of Nursing” and “Indian Journal of Clinical Obstetrics and Gynecology” got second and third rank respectively. It is also evident from it that 50% of citations are contributed by 15 periodicals and 75% citations are contributed by 54 periodicals. That means less number of periodicals are contributing more number of citations.

Table 4 Country wise distribution of cited journals

Sl. No.	Name of the Country	No. of Journals (some repeated)	%
1	India	279	50.27
2	U.S.A.	118	21.26
3	U.K.	82	14.77
4	Europe	39	7.03

5	Others	19	3.42
6	New Zealand	11	1.98
7	Pakistan	5	0.90
8	Unidentified	2	0.36
	Total	555	100

The name of the country of the cited journals (some journals may be repeated) are find out from the "Ulrich's International Periodicals Directory'. As revealed by many previous studies, it is a well known fact that U.S.A. and U.K. are the main products for journals. It is apparent from the above table that the India ranks first by producing 90.60% of

cited journals followed by U.S.A. (45.54%) and U.K. (28.36%). The above three countries produce nearly 12.67% of cited journals. The remaining 7 per cent of journals are from 22 other countries. It is evident from it that Indian journals are mostly cited when compared to the journals from other countries by the Nursing students SVIMS university.

Table 5 Distribution of journal citations according to the number of years they are

Age of Old in Years	Number of Citations	%
0-5	106	0.62
6-10	245	1.44
11-15	257	1.51
16-20	301	1.77
21-25	395	2.32
26-30	425	2.49
31-35	425	2.49
36-40	427	2.51
41-45	513	3.01
46-50	515	3.02
51-55	571	3.35
56-60	594	3.49
61-65	691	4.06
66-70	804	4.72
71-75	848	4.98
76-80	899	5.28
81-85	880	5.17
86-90	901	5.29
91-95	1011	5.93
96-100	1092	6.41
101-105	1189	6.98
106-110	1174	6.89
111-115	1602	9.40
116-120	1170	6.87
Total	17035	100

It can be noticed from Table 5 that most of journal citations (86.70%) used by researchers are 0-35 years old. It is evident from that (13.30%) of citations used by them are

36-115 years of old. From this it can be concluded that researchers in are depending upon journal articles which are of from 0-35 years old.

Table - 6 Availability of citations in SVIMS University Library

Bibliographic form	No. of Citations	No. of Availability of Citations	%
Journals	17035	6971	40.92
Books	14007	5804	41.44
Seminars/Conference/Proceedings	345	97	28.12
Govt. Publications	251	55	21.91
Theses/Dissertations	191	90	47.12
Reports	95	20	21.05
Total	31924	13037	40.84

It is also evident from Table 6 that most of the cited references (40.84%) are available in SVIMS University Library. The students might have read the other references which are not available in the University library by visiting the other libraries by getting the reading materials by interlibrary loan, browsing the internet for literature or by borrowing materials from their faculty members or friends. Finally it can be said that SVIMS University Library is striving to meet the requirements of students of Nursing in different ways.

Summary

The present investigation is mainly indeed to describe the characteristic features of literature used by the M.Sc. (N) students.

The analysis of authorship pattern of journal articles reveals that the publications with three authors are more in number in Nursing.

The rank list of cited journals based on the analysis of citations reveals that the cited journal literature is scattered in 555 periodicals. The periodical 'Journal of Psychiatry' gets first rank for being cited more number of times.

The chronological scattering of journal citations indicates that most of the citations (53.36%) used by the researchers in Nursing are from 0 to 35 years old.

Conclusion

This type of studies will help in collection building of the

libraries as well as to assess the user needs, utilization of the literature available in the library to meet the information requirements of the readers.

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On Correlation Study Between On-Line Hot Words and Contemporary Social Moral Status

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Abstract: On-line hot words is an important culture and propagation phenomenon in the internet age, the moral cultural keywords in contemporary information society as well. By decoding on-line hot words, we can grasp the contemporary social moral culture status. In view of the contemporary social on-line hot words, some are leading good morality in contemporary society; others are highlights of moral disorder in contemporary social life. To this, we give full play to the moral education function of network hot words, promote the moral level of netizens comprehensively, give good Chinese sound, pass Chinese power, thereby provide positive moral energy for the socialism's spiritual civilization construction.

Key words: hot words on-line, social culture, moral status, moral education function

Introduction

Along with the increasing popularity of the internet and the ever-accelerated development of information technologies, crowds have been seen overwhelmed by massive amounts of on-line information within big data context which followed by the universalness of public participation in broadcasting, critics of social news events, the speeding-up formation of social and public opinion and social psychologies. All the changes above reinforce the right of speech of both public and the disadvantaged groups, and at the same time, the supervision on rights of democracy, including the elites' right of speech.

On this basis, soon as social hot news or big press events being produced, the on-line hot words focusing on social and public opinion will rise in response. Some of these words are indeed positive and convey positive energy that activates advancement. Somehow, within the context of external open-up and internal market-oriented economy, China endures the erosion and disruption from westernization and differentiation schemed by western antagonize power as well as the confuse and lost brought by interest differentiation, value diversification and ideology moral decomposition in market-oriented economy. Consequently, larger proportion of hot words on line shows up in a way which is featured by black humor or allegory. They emerge and develop endlessly in all kinds of negative news events, which seriously corrode moral ideology of the netizens, damage the image of the party, and fray the public trust in the government. Teenagers, viewed as the main force of internet epoch, actually determine the future and the destiny of a country with moral ideology and value choice. How hot words on line are understood or treated, and how regulations on moral ideology of hot words on line and the guidance of the social public opinions are reinforced for establishing a positive and healthy web environment, have become the necessity in the study about

setting up socialist core values.

Online Hot Words Are Key Words of Moral Culture in Modern Society

Online hot words has been a phenomenon of cultural spreading since internet appeared which is also a new social phenomenon at the age of big data that is related to social status and an enriched performance of modern social affairs and hot news, which is also people's expectations and records the cultural index in the process of social development. In recent years, with the popularity of internet and the concentration of network world, the influence of massive media and network media becomes bigger and bigger. Countless internet users created online hot words intentionally or unintentionally, which causes the trend of high operation, tremendous impact and wide range of using. According to the survey in 2013, the number of Chinese internet users reached 0.75 billion, which means over half of Chinese people were using network. You only need to input the core phrases and words to search for words based on them, and then you will get the relative results immediately, and the contents of inputting are key words. Keyword, as the British founder called Raymond Williams said, it is a theory of scientific method that studies social culture. He places these key words under the background of modern social culture and explored the cultural meaning by means of searching for and sorting out popular and core vocabulary in the process of language development. He thought the key words have two kinds of meanings: on the one hand, they play a significant role in correlative fields in particular language environment and annotation. On the other hand, they are indicative words in certain idealistic field; the usage is linked with understanding society and culture.

In view of online hot words is a social keyword in informative age, we can make the acquaintance of society and

culture by ways of studying social keywords. Language is the carrier of culture, and can record good or bad phenomenon and opinions as well. Besides, understanding the change of social culture, we also grasp the situation of moral life by the reaction that the language has on the society. Therefore, when you study online hot words, you should not only pay attention to its social cultural background but also expression and behavior, meanwhile you ought to accept the examination and restriction of morality and bear a social and moral responsibility. In a sense, online hot words is helpful for us to show understanding of social culture and the situation of social morality, restore social event, collect the ideas from citizens, face up to the problems the society exists, and furthermore, it promote the construction of socialist spiritual civilization.

Firstly, network hot words reflect the contemporary moral life status.

Online hot words is a mirror existing in social life, through which we can observe the colorful life and morality in public. First of all, online hot words is a language phenomenon. Language is an external performance form of subjective consciousness of verbal communicators. In the process of verbal communication, people can show the moral value of verbal and motivation of the objective world. Then, online hot words is a social and cultural phenomenon. We can master the actual situation of modern society and culture, get knowledge of social spiritual value and moral situation and the dynamic condition of social development, including the huge affairs in public or people's attitude towards news, whose deconstruction process reflects the ethical problems and moral disorders, which can reflect people's demand on social spiritual civilization and ethics of individual cultural quality. Online hot words is barometer of social mood and true portrayal of social emotions. The positive online hot words can lead a good moral atmosphere of society, but the negative ones can accentuate the unethical behavior in modern society. It can reflect in following two ways :

Secondly, the positive online hot words leads merit morality in modern society.

Positive online hot words means the concentrated network language that can reflect social news and affairs, and it can perform specifically a kind of social morality. Morality means the moral situation and level that most people possess. Initiative online hot words can spread positive energy of society and construct a merit social morality; can reflect the recommendations of the virtue of saving, the manifestation of the spirits of humanity, and the enrichment of the patriotism as well.

The campaign of "Guang Pan (means clearing your plate)" became top and popular hot words of news and network in 2013, which is considered as one of the famous brands in China, and reflects the contemporary society calls on saving, and it also reflects that society is opposed to waste and in favor of saving. Therefore, the conception that we should call people cherish the rice, sweep food on the plate thoroughly is suggested. The "President meal" also means that President Xi advocates saving, but objects to wasting and

asks all the moral subjects to convey the "Thrift" moral values. In addition, the online hot words called Du Lala , tough girl evolved into a popular fashion, and confirms the traditional virtues of thrift has been deeply integrated into the massive Chinese culture. And this traditional virtue will continue to be promoted and fostered, for which purifies the social moral environment, reflects the social good moral habit.

Nowadays, the moral feeling of Benevolence Means to Love Others, means the spiritual origin of endearment and affection to others, the ways of dealing with things of principle of benevolence and loyalty. The moral practice of self-restraint and restoration of etiquette and dedication feelings of the aid of the whole society, including the highly praises the core ideas of traditional ethics, which means good spirits in contemporary society that needs to be inherited and developed. These internet hot words, such as "Wan Zun"; "Shao Yifu"; "Xi Dada", Which not only mean affirmations on good moral quality and manners for the society, but also means eagerness and appealing of benevolence for people that show the social moral fashion pursuing the spirit of benevolence. In 2011, network hot words like "the most beautiful XX" began to popularize, which tells us that the most beautiful people are belongs to these types: they are simple and ordinary, act diligently in their own position; they respect the old, preserve the young, and cared for old people including their parents; they are faithful and kind-hearted, glad to help others but never take appreciation; or act bravely for accidents and are insisting on justice; they sacrifice themselves without hesitation. They could motivate moral conscience of society through compassion and love; their moral emotion of benevolent love set moral example for our society, which makes us understand people's expectations and hope for the social benevolence and virtue.

Patriotism is a deep affection for our country; a national spiritual pillar, spiritual wealth, meanwhile; it is also a deep moral force, to the survival and development of country and nation; it can unite the nation and bring immeasurable effect. Network hot word of "Chinese dream" is a strategic plan for our country to realize the great rejuvenation, including achieving the country's prosperity, national rejuvenation, the people's happiness. The popularity of online hot words called "Changer Number 3" is the realization of the beautiful ancient legend of Chinese successful moon. The lunar exploration project is strategy and talent strategy project, and an important factor of comprehensive international competitiveness. The popularity of these online hot words, has not only passed the patriotic feelings of internet users but also carried forward the patriotic spirit. Due to the spread of patriotism, Chinese nation will be more united and progressive, as well as social customs will be purified and sublimation.

Thirdly, the negative network hot words highlights the contemporary unethical behavior.

Negative network hot words is a kind of concentrated network language which reflects negative social news events, to a certain extent and has some adverse effects on the society. The vocabulary reflects the specific performance of

the contemporary social and moral behavior of people. Mr. Zhu Yiting (2002) pointed out the unethical behavior means morality is people's behavior criterion, which can cause social disorder and social confusion because the function of regulating and specifying in the process of regulating the daily life and social life. From the year of 2008 to 2014, the online hot words has adverse influence on society taking up the comparatively rates, and the focus of the field and scope is mainly reflected in the shortages or disadvantages of social integrity, interpersonal relationship and the alienation of public power in the social and public areas. Among them, the lack of social credibility is mainly reflected in the food safety, academic honesty, public figures and other areas of moral life; the indifference of social interpersonal relationship including the estrangedness of the family members and the popularity of the material marriage. The alienation of public power is mainly reflected as the government or individual official malpractice, fraud, corruption, civilian dispute benefit, insensitive, low character of moral life situation and so on.

Social honesty is the basis of social morality and interpersonal trust. Honesty, as good character, can help individuals gain reliability and keep a good relationship with others in society, and can assist society to keep a good order and foster a social virtue. In recent years, several institutions and individuals without honesty make fake advertisements in order to earn profits and it shocked the foot stone that people trusted society. In view of prevalence of social utilitarianism, some online hot words that are concentrated by social affairs called "Datou Wawa (Big Head Baby)"; "Ranse Mantou (colored bread)"; "Pixie Suannai (leather shoes yoghurt)"; "Sourou Jing (lean meat powder)"; "Digou You (dirty oil)" are popular among netizens. These fake products tell us citizens are skeptical of the control and production of food security, which reflects Chinese people are lack of concerns about ethics. There are two online hot words called Matthews and Chang Kai-shek. The first word of Matthews comes from the translation of Mencius by others in 1998. Since then, Mathews has become pronoun of incorrect translated term. The second word of Chang Kai-Shek comes from the translation version of Jiang Jieshi by doctor Wang Qi from his published book called the study on the academic history of border between China and Russia which contains the eastern problems that existed in the sight of Chinese, Russian and western scholars. Since then, Matthews and Chang Kai-Shek have become representatives after being spread by netizens, which reflect the academic corruption and fraud take the place of the academic respect and scientific promise from people. The online hot words called "Jack Chan Mozou", doctor "Hou Yaohua", are both reflect they should bear more social responsibilities and strengthen the understanding and studies of products, put emphasis on the qualities of products because they are popular among the masses. They shouldn't view the supports and trusts from audience as the selling accomplice of inferior products, and bring hidden danger to the fate and property of consumers. These behaviors are lack of honesty and morality.

Wittgenstein (2007) said that imagining a type of

language is like imagining a kind of lifestyle. Online hot words is grassroots group and it use a kind of expression for leading off external pressure, which can reflect some typical characters in the period of social transformation. First of all, with the booming of economy and the transformation of lifestyle, the close interpersonal relation in traditional society broke up gradually, the filial piety existing in the neighborhood has weakened; instead, the social relationships become estranged, and various conflicts appear even they are indifferent with each other. Taking the online hot word like "Xiao Yueyue" for example, as for this accident, countless debaters focus on the drivers and 18 passers-by facing the problems whether to assist or not. While people had deep thoughts of morality, the related drivers chose to escape due to economic benefits and 18 passers-by chose to ignore victims because of being worried about being ratted and they did not want to suffer economic loss. In a certain degree, it can reflect the indifferention of interpersonal relation in material society. "Da Jiangyou" originally means the pure behavior of buying sauce, but nowadays it becomes an excuse of avoiding the sensibility of masses or something that can cause debates. This reflects people prefer to stay out of the way, thus they are wise for their own survivals, which indicates people are indifferent about interpersonal relation. The word "Dian Zan (praise)", as the simple response of interpersonal communication, indicates people are not tending to expose true ideas to others. "Shouji Dang (mobile phone parties)" spend their own time on network, thus, they show ignorance of real affection to the family members and friendship with others, which reflect the social situation where interpersonal relation will become indifferent with the coming of micro age.

Next, some contemporary online hot words reflects the variety of standard of mate selection under the equality background of women and men. It is common that a sense of security of abandoning love so as to pursue rich materials and material enjoyment, just as the popular saying goes, marrying well is better than doing well in mentality society. The online hot words like "full-time wife"; "marrying with rich man"; "the economics of mother-in-law" express part of women consider materials as their first choice in view of the equality of men and women, the independent personality while they must face the pressure of finding a job or professional development. The online hot word called "Xi Dangdie (happy to be a Daddy)", expresses the sexual orientation and attitude of female chastity directly, which reflects social groups have open mind in sex. The online hot words of "Lucha Biao"; "Waiwei Nv" are examples of ethical morality that traditional sexual love breaks up while the new ethics has not formulated. These two words reflect the loss of social morality for that they have not the sexual behavior of chastity constraint, and they sell body for their economic benefits without a sense of shame.

In recent years, most of online hot words reflecting social hot affairs concern the alienated problems of public power. As for the alienation of public power, all citizens do not have right to use public power but only entrust public officials to

carry out under the operation of real society, which causes the deviation of owner and executor, and the contradiction of public trait existing in public power and individual performance in real operation. It mainly performed that the phenomenon of the trade of the right, the trade of money, and the trade of power desire. Generally speaking, it is easier for unstable society to have corruption than stable society, and it is more common that the countries in the process of modernization face more corruption than traditional socialist countries. These online hot words are classified into two kinds from mechanism: one is created by administration, such as “Duo Maomao”(game of hide-and-peek), which is speculated by media or fermentation from network. They are popular among netizens. This sort of online hot words exist administration explanation, personal allegation and evasion, which is a kind of pronoun that indicate the power loss, avoidance of responsibilities, the corruption for groups or individuals. It also means people who suffer doubt or taunt because of bullying others, absurd behaviors or breaking laws, and these formed the confirmation of related administration. Another is created according to the administration behavior by explanation of netizens. These online hot words reflect the dissatisfaction, satire and mentality of challenge power, including such words as “Lou Cuicui (fragile buildings)”, “Luo Yan (naked cigarette)”, and “You Shenfeng (has identity)”. In terms of administration feature, a type of them reflect the process of administration, such as: “Duo Maomao”(game of hide-and-peek), “Xiguanxing Zhifa (customary law enforcement)”and so on. These online hot words are linked with administration including law enforcement, which expresses the regulated problems of administration behavior; another type of them reflect the pursuit of administration and ethics, and they are related to the life taste of individuals or groups, and reflect the improvement of ethics. However, online hot words are classified. They all reflecting administration ethics and indicates the official immorality. Just as Confucius said, officials in the center of society power are easy to loss the function of moral demonstration because of their immorality, which is not only hinder the construction of social morality, but also increase the destruction of custom of ethics and morality.

We Should Play Active Role of Powerful Moral Education Function of Online Hot Words

Nowadays, as online hot words become more and more popular, as well as the population of network users is bigger and bigger, adolescent become the main power of network especially, their morality levels and development status decide modern society’s development level. Negative online hot words can wear down human will, shorten human enthusiasm and hinder the function of human creativity. Positive online hot words can strengthen human will, motivate human fight, and makes people participate in innovating and constructing. Therefore, we should fulfill the potential of moral education, build up the level of network users, at the same time, spread good Chinese voice, raise Chinese power, and then lead

network users establish a healthy and positive socialist values not only in virtual network world but also real society, furthermore, it also can provide positive energy for the construction of socialist spiritual civilization.

As The Analects by Confucius said: “if the country has morality, we can give advice directly, while if not, we should pay attention to expression way.” It tells us that if the country is powerful and prosperous, the human’s cultural quality and moral level is comparatively high, and their behavior will be also prosperous and thriving. It describes a merit social surrounding, offer a good condition for humans who optimize statements and actions and moral standard. On the other ways of saying, it also means good expression to the interaction of social environment and the moral level of social language behavior is important. Currently, the moral level of several online hot words is low, which restrains the improvement of moral environment in modern society. The phenomenon of moral disorder is a basement of unethical behavior of individuals. Online internet words, especially its inner meaning that is popular among masses and its influence is improved, which cannot get rid of the improvement of small or big environment of network morality. As a result, in order to regulate and optimize social moral environment, and make full use of the function of moral education, it is necessary for us to create a merit online environment by means of taking part in socially cultural education and regulating and limiting the negative influence of online hot words. It also requests us that we should carry out language ethical education, regulate language behavior, advocate civilized language behavior and restrict immoral language behavior, pay attention to traditional national education, particular in the moral education for adolescents, as well as improve the moral level of citizens. Meanwhile, we should attach importance to function of public opinion of various media, and make full use of online hot words to transmit positive moral standard and value evaluation system in order to provide an excellent social condition and environment for consolidating and improving the morality of online hot words.

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The Impact of Emerson's Transcendentalism on "American Dream"

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Abstract: Emerson's Ethical thoughts can be divided into four parts. First, his ethical thoughts start with his transcendental thoughts of nature which include the spiritual value of nature and a new relationship between human beings and nature. Then, Emerson goes further from the nature to the arts and literature which can influence the human's soul. He advocates using the nature as an intermediary for the human soul to explore the nature and the truth and highlights the importance of oversoul. For the next step, he tries to put the thoughts into practice and solve the social problem. Returning to nature and living a simple life can make a person be self-reliant and well being. At last, to cultivate a new talented generation, he emphasizes the importance of education to promote the individual perfection. All of Emerson's ethical thoughts construct an important ideological foundation and spiritual support to the formation of the core values of the United States --- "American Dream", and give birth to the budding of Environmental Ethics.

Key words: emerson, ethical study, american dream

Introduction

THE famous American thinker, writer and social activist --- Ralph Emerson, the leader of New England Transcendentalism movement, is considered one of America's greatest figures in the 19th century, and gets a lot of reputation. This liberation movement, rising from the New England area then quickly spreading to the entire America, is a real ideological emancipation and cultural liberation movement, and was later known as the American Renaissance. Emerson expressed his Transcendentalism thoughts to the American and European people vividly by spirited speeches with passion, which had a significant impact on the spirits of people in the United States and Europe, and provided a solid foundation to the spread of his transcendentalist ideology through the United States and even the Europe. Until now, works of Emerson have been published in various forms in different countries. As the spiritual food for people around the world, his transcendentalist ideology has inspired generations from different countries, allowing people to find the natural tranquil, spiritual forces and peace of mind in his works.

The Significance of the Study

Looking through all the works of Emerson, American transcendentalism philosophy led by Emerson contains a rich and profound ethical thought. Professor Xiang Yuqiao(2006) believes that Emerson and Thoreau are the most important representatives of American Transcendentalist Ethical thoughts. American historian Gabriel R. H. also says that: "The core concern of them (Emerson and Thoreau) is the ethical problem. Their main responsibilities at that time were

to put morality into use on Earth." As the leader of the Transcendentalist thought, Emerson held a calm mind over the industrialization process in America in 19th century. He was keenly aware of the drawbacks of Americans' desperate pursuit of material wealth, and lashed deism and materialism thoughts wide disseminated in Age of Reason from the 18th century, so that to raise Americans' awareness of the importance of the exalted spiritual life. He constructed a transcendental philosophy, and made it a dominant thought in New England and throughout the United States.

A. Theoretical Significance

Because Emerson's Transcendentalist thoughts are directly related to human morality and spiritual strength, the study should be put on the ethical review, except for the traditional study on the history of American literature and the development of American culture. Emerson's Transcendentalist ideas essentially convey a moral guideline to the American, a range of criterion of life leading the American to realize the spiritual independence, a spiritual guide leading the American to reach a sublime harmony with efforts, and an "American Dream" continually being supplemented and improved which encourages generations of the American to work hard and make progress.

i. Emerson's Transcendentalism Ethics provides an important ideological foundation and spiritual support to the formation of the core values of the United States --- "American Dream".

The seed of "American Dream" germinated from the Dreams of finding the Brave New World that more than a hundred Puritans in the "Mayflower" had. When they came to this new world without religious persecution and modern civilization after the arduous journey, the seed was provided a

fertile soil. In the following period that America under the British colonial rule, the values of "American Dream" developed quietly and provided power for the American people fighting against the colonial rule and eventually won the national independence. Since the US was increasingly powerful after its national independence, and the land area has also been expanding, the connotation of "American Dream" has undergone new changes in the 19th century.

One of America's founding fathers, Benjamin Franklin, is the material basis of "American dream". He stressed the importance of personal struggle, and combined the God-centered principles of Puritanism and the secular ideology of individualism with the emphasis on personal struggle. Namely, he put the religious spirit and material desires of the early settlers together. He portrayed his life experience as the reflection of "American Dream". Under the guidance of the Franklin case, the American people continued to sum up experience and learnt from his success. They improved their values, and formed the American ethos with the core of pragmatism and individualism.

Emerson's Transcendentalism preaches that God is everywhere in nature, everyone's heart may have the "over-soul" to recognize and acknowledge nature, and everyone can communicate directly with nature and God through the "over-soul", so human beings are sacred. Emerson emphasized that the true scholar, the true Americans should think and criticize independently all the time, and have independent thought without blindly following others. Emerson stressed the sacred personal spiritual thoughts and the values of independence and self-improvement of the individual constructed the spiritual pillar of "American dream".

Therefore, Emerson's Transcendentalism transcends the time and place with a sense of immortal. Research and presentation the ethical significance of Emerson's ideas and thoughts can provide great reference for the formation and realization of "China Dream" and the provisions of its scientific connotation of China today.

ii. Emerson's Transcendentalism Ethics provides an important ideological origin for natural protection.

Emerson's Transcendentalism Ethics views nature at the first place and starts with his transcendentalist view of nature. It provides a new relationship between man and nature, and the basis for thought of environmental ethics which is dedicated to improve the relationship between man and nature.

Emerson brought transcendentalist view of nature to the American people, which is a new understanding of the relationship between man and nature. He warmly inspired all the people to love nature and enjoy the beauty of nature. Thoreau was the practitioner of Environmental Ethics after Emerson. Romantic writer Whitman was governed by the direct influence of Emerson's works and ideas. Environmental Ethics pioneers of the United States-- John Moore, Leopold, Rachel Carson and Ralston, all considered Emerson as a philosophical basis. In this sense, Emerson is the founder of American Environmental Ethics Thoughts, and provided

advocacy thought of supporting for the protection of nature at the time and later.

When you submit your initial full paper version, prepare it in two-column format, including figures and tables.

B. Practical Significance

The ethical review of Emerson analyzes the significance of his thoughts for American society and the American people at his time, which can help the modern society and people of our time to get out of the greatest existence problem.

Today's modern industrialization plundered nature, publicize the powerful subject excessively, resulting in loss and weakening of the value of human rationality and our spiritual homeland, arousing the great tensions between man and nature. In the 19th century, the United States has experienced the same ecological crisis and the crisis of survive of mankind. Therefore, Emerson rethought the relationship between man and nature, and advocated to enhance people's spiritual world and return to nature to solve all the problems, so as to achieve the moral perfection. Emerson called on people to return to nature, the spiritual home of truth, goodness and beauty. Therefore, we must learn from Emerson's thoughts of nature and morality, so that people can return to nature, which makes perfect harmony with nature in spirit.

Emerson's Transcendentalism Thoughts of Nature

Through the ethical review of Emerson's thoughts, we found that the "nature" occupied a major position in Emerson's Transcendentalist thoughts. He believes that nature can give spiritual enlightenment to humans; natural beauty that unfettered was unreservedly catered to all human beings, meanwhile, human beings can understand the higher moral law or the spirit of the law from nature when freely feeling and appreciating nature; nature shows the beautiful diversity and the eternal moral laws to humans and the human nature is fully consistent with the real nature; for all humans, the best experience of human is the blending of humanity with nature. From the perspective of Transcendentalism, everything in nature is ethical and sacred.

In addition to the useful values nature exhibiting to humans, the more important is to find the intrinsic value of nature, especially nature's function of moral education to humans and the spiritual value of a harmonious unity between human and nature through the combing of human's spirit and "oversoul" (God). Emerson's reverence appreciation and love for nature constitute his most original Environmental Ethical thoughts. He explained his Transcendentalism view of nature from the relationship between nature and spirit, and this new relationship between man and nature is an important part and the developing foundation of Transcendentalism Ethics.

The Combination of Nature and Oversoul-Emerson's Ethical Thoughts of Arts and Literature

Starting from the Transcendentalism view of nature, Emerson's thought considers the nature, God and man as a

continuously cycling and indivisible whole. In this organic whole, God is expressed as “oversoul”, and the human spirit evolves to the highlights of “oversoul” and is consistent to “oversoul” because of its divine nature; nature, a symbol of the human spirit, is the perfect intermediary communicating “oversoul” and the human spirit. When nature, super spirit, and man organically complete the communication and integration at the level of human spirit and build a harmonious whole, the perfection world of the unity of truth, goodness and beauty also embraces the humans. The expression by words of the perfection world constitutes the best art and literature of humans. Because the expression of the human soul will have a direct influence to its viewer's mind, it causes the resonance of two souls. Therefore, literature and art is one of the expression methods of “oversoul”, and has played an important role in the washing and purification to the human soul. Poets, nature-based, with the combination of oversoul and nature and allowing nature to enter the human mind by oversoul, reveal their individuality and creativity of the soul by the inspiration from literary and artistic works, and play the function of moralization on humans.

Returning Back to Nature-emerson's Ethical Thoughts of Lifestyle

In order to apply the theoretical Transcendentalism into the practice of human life, American scholars dominated by Emerson, based on the ideological foundation of Transcendentalism view of nature, criticized the burgeoning of Consumerism, viewed nature as the spiritual home of mankind and advocated the practice of a kind of life style returning to nature.

He was convinced that human beings use science and technology in order to achieve the full advantage of the natural values. With the progress of science and technology, people eventually can realize the ultimate goal of nature, which inevitably accompanied by a corresponding moral progress.

After the in-depth thinking of scientific and technological progress and human wealth, Emerson found that the human has lost the direct practice of life because of the convenience provided by science and technology. Emerson deeply worried about that the business overall attacked on the society and the disappearance of people's human nature itself caught up in the vicious circle of consumerism. He used his Transcendentalism ethical thought to influence people's hearts, so that all of humanity can be optimistic about the awareness of the importance of personal ability. He also argued that all humans should return back to nature, so that to have a better world.

To advocate the returning to nature, he emphasized the role of manual labor. Then, he personally practiced a return to natural life, never making extravagant consumption. The sources and strength of all his thoughts are among his simple life in nature. Finally, the simple life returning to the nature is to make people go deeply into the real beauty of nature.

Conclusion

Facing today's human survival and environmental crises, it only has a very limited and shallow effectiveness and impact just starting from the mandatory provisions of the law to stipulate human's survival consciousness and environmental awareness, therefore, it is essential to starting from an ethical point of view to subtly change human's behaviors and cultural values from the mind and spirit, ultimately achieve the moral perfection of individuals and the improvement of community values. Back in the times of Emerson, this crisis had emerged, his Transcendentalism view of nature, the literary and artistic outlook combining “oversouls” with nature, the lifestyle concepts of returning to nature and the education concepts focusing on individual perfection were good cure for the treatment of this social crisis, and gave birth to the budding of Environmental Ethics. It has a very important significance to summarize, interpret, and study in-depth the ethical significance of Emerson's thoughts for today's promoting of environmental ethics theory research and practical environmental protection, and the reconstruction of consumption ethics and education ethics.

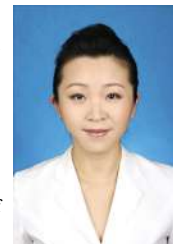
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Energy Field of Ideological and Political Education

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Abstract: Energy Field is a new concept derived from ideological and political education research with field thinking in Physics. Energy field of ideological and political education belongs to education field, consisting of energy field source, energy field force and energy field factor, which has both overlaps and differences between moral and cultural fields. Energy field of ideological and political education can be divided into positive energy and negative energy. It is composed of three main forms, that is: psychology-emotion, information-culture, environment-system. The proposing of energy field of ideological and political education can be helpful to break methodology dilemma of “subject-object dualism opposites” during current energy field of ideological and political education research, expand the research perspective, innovate education methods and ways, improve the effectiveness of ideological and political education.

Key words: ideological and political education; energy field; mechanism; significance

Introduction

To improve effectiveness of current ideological and political education lies not only in education reform, strengthening the guidance and indoctrination of the core values, regarding education object as object; but also in providing a suitable platform of practice; giving full play to the individual's inner initiative; and putting more attention to radiation, driven effect of thought and behavior. Therefore, all kinds of educational activities, educational media and their mutual relationships involved in ideological and political education should be regarded as an interdependent unity, researching each positive and negative energies collide with each other, exchange and conversion in which to form a dynamic equilibrium relationship. For this, the author uses field theory of natural science to discuss energy field of Ideological and political education, reveal the intrinsic mechanism, then to serve on the effectiveness improvement of ideological and political education theory research and practice.

How Can the Field Thinking Apply to the Ideological and Political Education?

As a concept of daily life, field refers to the specific space of human activity, such as stadium, square, etc. However, field is first used in Physics as an academic concept. In

nineteenth century, Faraday, British electromagnetic scientist, proposed that “the field is a special substance which exists objectively around the physical object, and it is a material form of continuous existence of the material world” (Li & Zhang, 2010). This kind of field can't be seen or invisible and impalpable, but it really exists with certain energy, momentum and transmission speed. There are three features of the development of field force. First, covariance, i.e., the field intensity varies as the variation of the field source; Second, agreement nature, i.e., interaction between sources is determined by the relevance and diversity of the sources in structure and function; Third, compositeness, i.e., the intensity of the force, direction and effect among field sources are always interfered by other fields of the environment, and finally performed as composite force.

The field theory in Physics has surpassed the concrete limitation of the field concept in real life, and provided a new relational thinking mode for the humanities and social science research. This kind of thinking mode is opposite to substantive thinking mode, “by which people will be guided to combine each essential element into a system. The essential elements get meaning and function in this system, whose features are determined by the relationship between the essential elements and the mutual relationships between the essential elements and the structure” (Gong, 2007). The field thinking is totally in line with relational thinking mode of Marx's thought. Marx once said “the essence of man is not an

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abstraction inherent in the individual, and in its reality, it is the sum of all social relations". There are many similarities between field thinking and system theory, but the essential difference is the system theory takes the holistic principle as the basic starting point, especially emphasizes the mutual connection and interaction between the whole and the parts while field theory does not agree with the relationship between the whole and the parts, which regards field is no clear boundary, open, dynamic. Thus, the field theory can be adapted to the research and analysis of humanities and social sciences, and provides a mutual influence theory frame of the field forces.

Since 19th century, field thinking has been used in humanities and social sciences gradually and produced many new results. Such as in sociology field, famous French sociologist Emile Durkheim uses the concept of field first; Pierre Bourdieu takes field as the core concept of sociology theory, realizing his academic dream of "beyond the subject object dualism" successfully. In psychology field, German psychologist Lewin puts forward "psychological field theory" by using field thinking mode in Physics to analyze entirety and dynamic performance of situation. In public administration field, based on field theory, American scientists Fox (C - J - Fox) and Miller (H - T - Miller) criticize "decision theory and probability theory assume that the effectiveness of design policy is determined by rank superior characters, in contrast, there is public atmosphere of source diversification in energy field" (Chu, 2013). then "public energy field theory" is proposed. They claim "the concept of energy field can draw people's attention directly to context, i.e., real, vivid event, and also can lead to social interaction of understanding process of construction" (Chu., 2013). In recent years, some Chinese scholars have proposed the economic field, the information field, the moral field, the ideological field, the education field, the cultural field, and so on. It can be said that the application of field thinking mode in humanities and social science field has achieved great success, which is inseparable from the surpassing of "subject-object dualism opposites" and powerful explanation function for situation and context. Can field thinking be applied to ideological and political education field?

Firstly, field thinking mode applied to ideological and political education field conforms to the trend of scientific research and development. Human society is the highest product of the long-term development of nature. Although human society is born out of the nature, and has a unique movement rules and the way to exist, it is still the humanization of nature, and its nature is objective material system. Therefore, the accuracy of natural science can also be used to investigate and study human society. Marx (Marx's and Engels's allusions, 1995) once said "Natural science will include science about human, which just as human science includes natural science, which will become a science".

Along with the accumulation of human practice and the deepening of the cognition, there will be process of overlaps and fusions. Marx and Engels founded the Marx doctrine on the basis of critically inherit the outstanding cultural heritage of mankind including natural science. As a branch of sociology, the study of ideological and political education should follow this research trend.

Secondly, there is analogy isomorphism in the ideological and political education and physical field, which are mainly embodied in the following points. One, the subject of the ideological and political education, i.e., the educator and the educated person, is similar to the field source in physical field. Two, there are covariance between the field intensity of ideological and political education and the ideological and political quality level of the subject of the education, which is just as the field intensity depends on field source in Physics. Three, the effect of ideological and political education depends on the educational content, method and ways the educator chooses, and the agreement nature of the educated person. Four, in the field of ideological and political education, within the educators and the educated persons, between the educators and the educated persons are interactive, co-development, having strong interactivity. Five, the realization of the ideological and political education target is the result of resultant force from each sub-field of ideological and political education field and which with other fields. Anyway, from a certain point of view, ideological and political education is a kind of energy field with strong political orientation. Within the energy field, a variety of positive and negative energy interacts with each other through a unique mechanism, and finally determines the effect of ideological and political education.

Thirdly, some ideological and political education studies have embodied the features of the field thinking. As mentioned above, field thinking has been widely applied in Sociology, Psychology, Management Science and Education, and achieved fruitful results. Ideological and political education is supported by these subjects and should absorb their latest achievements. Moreover, ideological and political education research should use field thinking initiatively to establish its own theoretical system and promote theoretical innovation and practice. At present, there are some achievements embodied the features of the field thinking (e.g., Zhang, 2009; Luo, 2007; Yu, 2010; Hu, 2004). Although the concept of the energy field of the ideological and political education is not clearly defined in these papers, some innovative ideas have been put forward which shows theoretical vitality of field thinking used in Ideological and political education.

What is The Energy Field of Ideological and Political Education and its Action Mechanism?

The "energy" in the field of Humanities and Social

Science refers to “the realization of something that only existed previously in the form of potential” (Chu, 2013) which combines the concept of field and energy that means a wide range of time and space, in which energy embodied potentially or dynamically. The energy field of ideological and political education is composed of the energy field source, the energy field force and the energy field factor. The energy field source is radiation source of force which plays a leading role in energy field. (Zhang, 1981) points out that the basic interaction of the field is carried out between the basic particles, each particle can be regarded as a field source. However, when we inspect the field, we cannot analyze the particles, but only analyze several kinds of radiation sources with decisive effects in the formation of the field. The energy source can be divided into two categories. One of the energy sources affects ideological and political education spontaneously, such as cultural customs, social relations, daily life atmosphere, moral political event, etc. The other energy source has conscious function of ideological and political education, such as school, family, work unit, community and so on. Ideological and political education field source exerts influence on the educated directly or indirectly, and this kind of influence is manifested in the form of force, including education, expectation, infection, nurture, hinted and evaluation, etc. namely the so-called energy field force. And people are the most active factor in the field. Ideological and political education field force will play a practical role only when it is accepted by people. Even under the same energy field force, different educated will behave different and radiate by force which will fuse into ideological and political education, and affect the development of energy field in a certain period and region. Like the sunspot, it can burn from each and all points. The energy of combustion is conducted in the form of wave, and affects the whole field as a whole and other potential flame spots. There are complicated inner relationships and obvious differences between the energy field of ideological and political education and educational field, the moral field, the cultural field, etc., which are currently discussed in the academia. Firstly, the ideological and political education energy field is subordinate to education field. And education field is “the overall existing form of education which is with space- time unified, multi-dimensional and dynamic and is formed by mutual exchange of substance, energy and information in educator, educated, educational media and social environment” (Li, 2010). The ideological and political education itself is subordinate to education and energy is a communication form of the educator and the educated person. Secondly, there are overlaps between ideological and political education energy field and moral field. (Yi, 2001) has proposed that “moral field is a moral special form and space which comes into being for the factors, formed a certain moral situation, interact with each other, transfer and exchange information and

energy during interaction. And then, moral field affects moral choose and behavior of moral subject”. One of the main contents of ideological political education is moral education, but not limited to moral education. Compared with the moral field, the ideological and political education energy field emphasizes the wide range of the education contents, the initiative of the educator and the educated person more. Thirdly, there are some certain differences between energy field of ideological and political education and the cultural field. In the real society, the culture is in the form of a “field”. As long as a culture is formed in a society, there is a range of interaction between the culture and the social environment that produce this culture, i.e., cultural field (Huang, 2000). Culture is undoubtedly an important form of ideological and political education. However, ideological and political education is not only use off the shelf culture to educate the educated person, but also to guide the development and innovation of culture.

From the action mechanism, the ideological and political education energy field can be divided into three forms. First, psychology-emotion field. Although psychology and emotion is a personal experience, it is with a nature of transmission, communication, and mutual infection, and turned to oriented behavior under the touch of real situation. There will be a kind of appeal that triggers the emotional and psychological movement of the educated person when there exist certain integrated points between the content of ideological and political education and the subjective spirit of the educated. Second, information-culture field. From a static point of view, information and culture are embodied in the material or spiritual product, but from the dynamic point of view, it is a kind of “power”, that is, “cultural flow” and “information flow”. In the field of ideological and political education, the culture plays a role of cohesion, solidarity and appeal, while information influences people’s thinking and behavior.. From this perspective, the force of the material, culture and information is reflected as energy. Three, the environment-system field. Man is the product of education and environment. In the environment, there are positive influence factor which is consistent with the social value orientation and social moral norm, and negative influence factor, and also negative influence factor which is in contrast to the social value orientation and social moral norm, both of which constitute the environmental field force of the ideological and political education. If the educational power of the environment is a soft restraint, the system is the set of rigid regulation and behavior rule, which provides the order frame for people’s social behavior. The energy field of ideological and political education is mainly through the three kinds of mechanism to emit energy in three-dimensional way to the surrounded educated. In general, the energy field of ideological and political education contains three sub fields: psychological-emotional field, information-culture field,

environment-system field.

From the nature, the energy of the ideological and political education can be divided into positive energy and negative energy. Positive energy is the sum of positive power and emotion which is consistent with the orientation of ideological and political education. Negative energy is opposite to it. Generally speaking, positive energy of the ideological and political education takes the mainstream culture as the carrier while the negative energy takes subculture as a carrier. The energy field of ideological and political education is reflected as conflict, fusion and fluctuation of mainstream culture and subculture. Taking animation subculture (Note). as an example which influences the energy field of the ideological and political education of college students. For most of the contemporary college students grow up under the animation culture, the stylized language, wearing way, communication way, and behavior way, which are rendered by animation culture, form a subculture phenomenon among college students, which challenges the core values of mainstream culture. Although this challenge is only "symbolic", it changes the position of college students in the energy field, with the form of giving college students cultural capital. Through the familiarity and master of animation culture, college students will form a kind of attraction to people who have similar hobbies and reject people who don't have similar hobbies, including educators, separating those who do not understand animation language and culture from them. So, animation culture is college students' subculture capital for building isolation area and seeking recognition, which is a powerful means to break the situation that social political capital, economic capital and symbolic capital have been assigned. Because of this, the leading role of ideological and political education educator has been impacted by animation culture. Under this situation, ideological and political education educators should familiar with animation subculture to regain dominant power in teaching activities. Meanwhile, the development of animation subculture should be curbed and guided as far as possible, so as to reduce negative energy.

Conclusion: The Theoretical and Practical Significance of the Energy Field of Ideological and Political Education

Nowadays, our society is in the comprehensive transition period and crucial reform period, and the social contradiction is more and more sharp, People's thoughts are more and more active, and interest demands are more and more diversified. Some people's ideological and moral political quality descends to freezing point, including NPC deputies and CPPCC members and Communist Party members. Under the situation of this negative energy surging undercurrent, General Secretary Xi Jinping proposed "give full play to the heroic role models and stimulate the social positive energy vigorously, so as to provide a powerful spiritual force for

achieving the Chinese dream" (Note). General Secretary Xi Jinping's speech can be described as topicality, is not only a call to the society, but also a new requirement to the ideological and political education. There are crucially theoretical and practical significance to construct and improve the ideological and political education energy field, under Xi Jinping's guide of "stimulate the social positive energy".

One, it is helpful to break the dilemma of the current ideological and political education Research of "subject and object dualism" method. French sociologist Bourdieu has reminded people of a narrow, incomplete concept about social reality repeatedly that comes from "subject-object dualism opposites". He points out that the confrontation revolves around three questions, namely theoretical research and empirical research; focus on the research methods of the symbolic form and the material object in social life; the analysis of the macro level and micro level (Tao, 2012). Bourdieu says the opposition belongs to the Social Sciences; in fact, it is also in accord with the present situation of China's ideological and political education research. Although the two methods have provided important insights into the social reality, if being thought isolated it is still one-sided, and is an obstacle for "building the whole social reality picture" (Tao, 2012). Bourdieu pointed out profoundly that all variants of "subject-object dualism opposites" come from potential struggle of power and recognition among social scientist and also from potentially social differentiation between broad class and social group. To research social reality more comprehensive and objective, Bourdieu proposed a relational thinking method. "Relational thinking extracts research object out from the daily hypothesis reflected the real interest of social life and the context of everyday perception, and transforms it into the object of scientific knowledge" (Tao, 2012). So it encourages the researchers to explore the potential and invisible relations of behavior shaping, not the so-called "feature" given by common sense category. The construction of Bourdieu's field theory is based on relational thinking method. Based on Bourdieu's field theory, this paper puts forward the concept of ideological and political education energy field, which has certain promotion meaning for breaking the "subject-object dualism opposites" dilemma of current ideological and political education research.

Two, it is helpful for expanding ideological and political education research horizon. There exists a common phenomenon in the process of the ideological and political education, that is when the educator loads his pages with references and speak clearly and logically, the educated is listless and sleeping. Therefore, many researchers and educators put forward a lot of suggestions from the aspect of promoting subjectivity of the educated, innovating educational content, means and methods, optimizing the ideological and political education environment, etc.. Although these suggestions are systemic, they missed the

point. This paper argues that the primary cause of this phenomenon is that the positive energy of education isn't absorbed by the educated, but eroded by some social negative energy. Based on this reality, this paper proposes the concept of ideological and political education energy field, in order to transfer the focus of researchers' and educators' from material exchange, energy and information exchange to the core issue of energy exchange. Because only when material exchange and information exchange transfer to energy change, can the purpose of ideological and political education be really achieved. Also because energy field with its multi aspect in space, whole process in time and wide permeability in way, affects the effectiveness of ideological and political education. It has a powerful behavior binding, psychological cohesion and motive function for the educated.

Three, it is helpful for innovating the methods and ways of ideological and political education. From the perspective of field, the ideological and political education energy field is composed of the energy field source, energy field power and energy field factor. And "each person has 'positive energy' and 'negative energy'. Only to guide these two kinds of energy correctly, can the inner positive energy be inspired, and the positive emotion be passed to the periphery person" (Li, 2012). From this level, ideological and political education weakens the negative energy, and inspires the inner positive energy of the educated through condensing education the positive energy in education field, to achieve the purpose of ideological and political education. This requires us to re-examine the whole process of Ideological and political education, innovative methods and ways of ideological and political education. Firstly, enhance the energy source of ideological and political education. The intensity of the field is proportional to the size of the force. The bigger the field intensity is, the greater the influence is on the educated person. In the current, it is not only to give full play to the leading role of school, family, work unit, community and other consciousness field source, but also should pay attention to resonance effect of custom and culture, social relations, atmosphere of daily life, moral political events, and other spontaneous field source; not only do everything possible to enhance the positive energy, but also more attention should be paid to the potential negative energy. Secondly, There are three ways to enhance agreement degree with the energy field of the educated, i.e., to enhance agreement degree of psychological-emotional field. In addition to stick to the "three close to" principle, appropriate content and way should be chosen according to the ideological and political quality of

the educated person; to enhance agreement degree of information-culture field. Besides teaching by personal example and verbal instruction, modern education means and method welcomed by the educated should be chosen to promote information and culture exchange transferring into transmission of positive energy; to enhance agreement degree of environment-system field. To enhance absorption and transformation ability of energy factor, and to promote educated person internalizing social positive energy into their behavior motivation, so as to guide a correct view to the negative social phenomenon, transfer the negative energy into positive energy.

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- Note: In the animation culture, it contains the positive energy which is consistent with the ideological and political education and also contains the negative energy which conflicts with the ideological and political education. In this paper, the animation subculture is from the latter aspect.
- Note: On March 6 morning, 2013, chairman Xi Jinping attended the 12th National People's Congress and called to stimulate social positive energy when Liaoning delegation considered the important speech,
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The Necessity of the Digitalization of Hunan Embroidery Stitch

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Abstract: the revitalization of Hunan embroidery (Xiang Xiu) should be supported by various technologies and its specific stitches and skills depend on certain carriers to be revealed, spread, left and inherited. The digitalization relying on the internet technology is the best carrier for and the best means to spread the Hunan embroidery against the background of highly-information-oriented modern society.

Key words: hunan embroidery, stitches, digitalization

Introduction

Hunan embroidery, as a Chinese intangible cultural heritage with thousands of years of history, has been developed five methods of embroidery with more than seventy kinds of stitches, including Flat Embroidery (more than thirty kinds of stitches), Weave Embroidery (fifteen kinds of stitches), Net Embroidery (eleven kinds of stitches), Twist embroidery (eight kinds of stitches) and Knot Embroidery (six kinds of stitches). It has also developed two kinds of increasingly improved stitches that are “Fluffy Hair stitch” and stitch at random. To some degree, Hunan embroidery has long been known for its broad and profound stitches in the variety of Chinese traditional handmade embroideries, which is far more excellent than that of the famous Su Zhou embroidery (Su Xiu) or others.

There is a dilemma in the Hunan embroidery stitch that a part of traditional stitches has been in danger of being lost as few people use them, while, more and more new and improved stitches have been cultivated. Meanwhile, there are no instructions for fixed stitches in Hunan embroidery industry and the skilled embroidery workers are at their will when embroidering something, because Hunan embroidery is always in the pursuit of flexible stitches and fond of presenting the same picture with several stitches. However, as the quality of handmade embroidery works tends to heavily rely on the talent of workers, it is, even though there is occasionally excellent work, not conducive to the industrialization and standardization of the whole Hunan embroidery industry.

The Current Situation of Hunan Embroidery Industry

The lack of unified industry standard is one of challenges in the four famous embroideries (embroidery (Suzhou), Hunan embroidery (Hunan), Shu embroidery (Sichuan), wide embroidered (Guangdong)) and other embroideries. Due to the development of embroideries in a dispersed manner and the absence of standard and easily operable industry system, the embroideries with low quality is full of the market, which decreases the industrial credibility and harms the intangible value of the embroidery brand. What’s more, because the shortage of highly-information-oriented industry standard, the good embroideries are largely determined by the quality of embroidery workers, resulting in the unsteady quality of embroidery products and making the scale industry impossible. As a result, a great majority of potential clients are lost and the export orders have shrunk dramatically in recent years.

However, the embroidery industry has taken off in the western developed countries. Many European embroidery industries have established an unified industrial standard in their own trades. Building an unified standard system, including the growth of stitch database, is the prerequisite for the information-oriented industry. Therefore, it shows that the western countries have taken a road of scale industrialization in a faster modern manner though the establishment of unified industry standard relying on the upgrading of information-oriented industry.

It presents from the comprehensive industrial analysis

that researches on our Chinese Hunan embroidery and on other fields concerned have the following characteristics.

Firstly, the dispersed production lacks a scientific and valid systematical integration and is not helpful for the reasonable allocation of the social resource in the embroidery industries and not facilitate to the hesitance of crafts and skills or to the industrial sustainable development.

Secondly, there are few activities for the upgrading of information-oriented and digitalized technology, which makes Hunan embroidery, a traditional industry, fail to meet the requirement of current economic and social development in the new time.

Thirdly, the means of production of and research and development on Hunan embroidery are not diversified and even backward, with insufficient information-oriented aid production and scientific research method.

Fourthly, the age fault and aging problem in Hunan embroidery workers have come to be more serious, while, the new generation workers are not mature enough to form a certain scale. It is mainly caused by the weak power of and backward means of current occupational training and of the cultivation of skilled people related.

Fifthly, the little knowledge of Hunan embroidery has led to the absence of brand recognition and lower attraction of embroidery products, mainly resulting from the shortage of a modern internet platform for the promotion of Hunan embroidery.

The Developmental Tendency of Hunan Embroidery Industry

It is clear to us about the developmental tendency of the Hunan embroidery industry when having a deep understanding of researches on Hunan embroidery industry. The Hunan embroidery industry will develop itself toward the following characteristics in the future.

The production of Hunan embroidery will definitely stride forward to the direction of scale industrialization, collection, informationization and diversification, which must be on the basis of the information reform of related industries. The means of production will be integrated during the process of informationization, which makes a more reasonable allocation of resource across the embroidery industry possible and contributes to the continuity and development of the traditional craftsmanship.

The means of embroidery design will be more digitalized. The promotion and application of the computer aid design based on the digital technology are necessary to improve the quality and efficiency of any traditional handicraft industries.

The training for Hunan embroidery staffs and the way of vocational education will be forward to the direction of

modernization and informationization. The information-oriented vocational and personnel training pattern have been developed well in many traditional industries and their good performances are evident for all to see.

The promotion of Hunan embroidery industry will also be more information-oriented and networking. The information platform developed on the basis of the internet technology will provide a wider and more convenient and immediate way to allow people to know embroidery industry through its huge common shared data source.

The establishment of digital stitch database for the embroidery industry can lay a foundation for the further growth of the unified embroidery industry standard. It contributes not only to the realization of the scale industrialization and informationization and standardization of Chinese embroidery production but to the standard and modern management and the regulation of the handmade embroidery products launching to the upmarket.

The Main Content of the Digital Hunan Embroidery Stitch

Effort to input all existing Hunan embroidery stitches into the information base in categories should be made by means of digital information technology, allowing every embroidery industry to share all these resource and building an unified technical standard for Hunan embroidery industry. The embroidery thread database, embroidery materials database and embroidery picture database concerned should be established at the same time to ensure a sustainable development for Hunan embroidery industry. At last, all Hunan embroidery bases will be integrated into a industry production standard system for the digital Hunan embroidery trade.

The supported database platform for the embroidery stitches

The stitches of Hunan embroidery have been developed into a complicated system so far. However, this system has not yet growth into a unified whole, therefore, it is imperative to regulate and standardize this system. What's more, some kinds of stitches even need taping and organizing in case of being lost.

Efforts should be made to gather the stitch category and the names of as well as the characteristics of stitches and to collect the information about the applicable objects and its history and representative figures and works. At the same time, the embroidery thread database, embroidery materials database and embroidery picture database and color database concerned should be established so as to provide a basic information platform for the Hunan embroidery stitch. Thus, the Hunan embroidery stitch can make full use of such technologies as FLASH, Silverlight, Ajax and directly show

itself though Web by means of multimedia such as cartoon, videos and pictures, making the promotion and teaching more convenient.

The multimedia presentation of stitches

The cartoon videos should be made for every specific kind of stitch included in the stitch database, in hopes of showing stitches in a video manner. Therefore, the record of Hunan embroidery stitches can be transformed from the static data to the dynamic data. The cartoon video can be specifically made in accordance to each one stitch characteristic. With voice interpreting system, it can explain clearly to very details of each step of stitches. The cartoon video allow the stich database to be with the function of scientific research, production, promotion and teaching as Hunan embroidery do.

The extraction of Hunan embroidery stich of the texture features

The different Hunan embroidery stitch can be extracted and identified by taking advantage of image texture features because it has the typical feature of the texture image. The texture of stitches can be divided into two types in general: the regular structure of the texture and the texture with irregular structure. As to the former, its texon with clear direction are regular and recurrent, so, its energy concentrates on within a certain frequency range. While, the property of the latter can be draw form its statistical characteristics. The Beyond Wavelets such as Contourlet, Brushlet, Curvelet, Directionlet and Shearlet can best represent the two-dimensional image signal, as it is better than Wavelet in terms of sparsity. Apart from having the good performance of the Wavelet, it, above all, use the anisotropic basis. Therefore, it can sparsely approximate the variety of singular curves and the curved surface. On the other hand, as Shannon entropy is one of methods to measure the stability of information, thus, a texture image can be easily divided into a texture image with regular structure and a texture image with irregular structure by taking advantage of the value of Shannon entropy of the Contourlet Subband Coefficients energy. As the texture image with regular structure has a definite direction, so the Subband energy transformed by the Contourlet can vividly reflect its features. While, the subband energy distribution parameter can effectively reflects the features of the texture image with irregular structure which has no direction. In this way, the different image feature amount can be extracted according to different texture image.

As all stitches and its knowledge and its rules are stored at the stitch database, Hunan embroidery workers are able to load any kinds of stitches and color related and can fill the virtual embroidery at their will. Thus, embroideries with different stitches can be previewed and compared with each other.

The Image Segmentation of the Hunan Embroidery Floor

The issue of automatic segmentation of the embroidery image should be solved in order to make full use of the computer to fill the different parts of and different objects of image with appropriate stitches by automatically using the stitch rules, as every stitch has distinctive features and is applicable to different objects.

The Hunan embroidery is rich in color, and has nine categories with eighty-eight kinds of colors (the nine categories are blue, yellow, red, black, white (main color), green, ocher, purple, live green (secondary color).) and also has seven hundred and forty five derivative colors. The traditional color separation work is done by people, but it could be done by the computer should the stitch project has. We can combine the composition characteristic of color with the spatial texture features to design a kind of segmentation algorithm so as to obtain the final image segmentation, whose purpose is to divide the floor picture into several parts with similar texture and color and the same visual perception. Although the texture and color segmentation technology have made sustainable progresses, there is till few researches on the technology for the combination of texture and color, especially for the segmentation technology for the color and texture based on visual perception, and it only includes the JsEo, watermarking, edgenow and normalizedeuts.

The Hunan embroidery is very colorful and its floor has specific features, such as plant, animal, scenery, figure, and pattern. If a segmentation algorithm based on the visual perception which is automatically suitable for the local color and spatial texture properties should be set forth, while, it is necessary to extract two types of feature amount: one is for the description of the distribution information about the local color; the other is used to describe the partial characteristics of the gray scale component of the texture. A non-color image model mapping will be got though image color quantization or segmentation to extract the texture feature. In this algorithm, the extraction of the local color feature and spatial texture features are independent, which means the color feature and texture feature can be obtained separately. A middle segmentation can be got from the direction of the texture feature and then a coarse segmentation can be obtained with the combination of the color feature, finally, a final segmentation can be made by means of the region merged technology. Compared with the traditional method, this algorithm can separate the different objects and background of the image completely and it has good robustness to such factor as light, because of taking human perceptual characteristics into consideration during the process of the extraction of the color and texture feature. It also solves the segmentation issue of "region of interest" that

allows the embroidery floor image region to fall into the visual perception region, laying a foundation to the automatic selection and the filling of stitches and to its quality evaluation of a image finished by the automatic stitch.

The digital treatment of the color of Hunan embroidery

The color feature presents the main color component information about the local neighborhood of every pixel. It reflects that the human visual system cannot accept many colors at a time and that the color of picture changes continuously. However, the algorithm of the extraction of some existing dominant colors has not taken spatial change into consideration.

The Hunan embroidery takes the leading role in terms of embroidery color. It has nine categories with the main color and secondary color together and has eighty-eight kinds of color and seven hundred and forty five derivative colors. Therefore, it is of great importance to take account the identity and division of the embroidery color when a stitches database is built, which is beneficial to support the embroidery workers to develop colorful works.

A extraction method for the main color which is on the basis of the fuzzy sets and vague identity is put forward in accordance with the characteristics of the Hunan embroidery, which has not only taken the correlation between pixels of the image into consideration but considered both the local and whole image information. The essence of the color property is based on the "part histogram" of the main color, but the "part histogram" got from the extraction method for the main color is different form that "part histogram" which is directly obtained form a image. Finally, the level of similarity in color vector can be judged based on the similarity of the visual perception. The digitalization of the embroidery color in the stitch data base can be adopted these two program: one is the automation of the color matching and color separation, the other is the manual color matching and separation.

Conclusion

The large-scale digitalization reform on the Hunan embroidery stitch which is considered as a typical rare traditional means of production in China and the intelligent information platform with a network structure provided to embroidery stitch have a promising future. First of all, the establishment of embroidery stitch database can promote the establishment of industry standard information system for Hunan embroidery, which is the prerequisite for accelerating the integration of the Hunan embroidery industry and optimizing the allocation of the whole embroidery sources. Meanwhile, it can also speed up the modernization of the Hunan embroidery industry on the whole, and provides necessary technology support and software infrastructure for

the digital production of the Hunan embroidery. In addition, the Hunan embroidery database based on the internet present itself as a huge system of Hunan embroidery stitch that can collect, search, retrieval information and also carry out the statistical and analysis information system. The database plays a major role in the production of Human embroidery and also has great potential value when applied to the scientific institution and to the educational system of the colleges or universities as well as the vocational training concerned. It can also provide the necessary information data to the technology research and development and the talent cultivation in Hunan embroidery field.

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Wayward Mergers and Acquisitions in Modern Russia

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Abstract: The article covers the history of international mergers and acquisitions. The authors analyze lawful and unlawful deals on the Russian mergers and acquisitions' market. Some recommendations to improve the law frameworks and regulate mergers and acquisitions, are given.

Key words: mergers and acquisitions, inimical takeovers, institutional frameworks, unlawful deals.

Introduction

Nowadays mergers and acquisitions are an important part of Russian economy. The development of mergers and acquisitions has a long history. These processes were widely spread in the USA at the end of 19th century.

The History of Mergers and Acquisitions

The process of development of mergers and acquisitions is divided into 5 stages. Every stage has its own specific features. The 1st stage of development of mergers and acquisitions in the USA coincided with the period of tough competition in the USA economy. The great number of mergers was the reason for the market monopolization, while antitrust regulation was out of play at that time. It was the period of massive and transient mergers when entrepreneurs tried to get excess profit with the help of monopoly prices. According to B. Seligman (1990), an explorer of economic history, at that time the law of the jungle ruled in the business world. The government's attempts to implement the Sherman's Act were blocked with the tactics of obstruction and procrastinations in courts.

It should be noted that in the 90s years of the 20th century with the appearance of the Russian mergers and acquisitions market, the situation in Russia was almost similar to the same situation in the USA a hundred years ago.

The 2nd stage of the development of mergers and acquisitions took place in the period of the post-war boom. This stage is characterized by active implementation of antitrust laws into life. With its help the government managed to break up giant monopolies into smaller units and that is why it became practically impossible to form trusts curbing competition through merging.

The 3rd stage is characterized by creation of conglomerates with further strengthening of struggle against

monopolies. However the 4th stage fell on the 80s of the 20th century: the years of neoclassical revival and market liberalization. At this time the position of monopolies improved. The peak of mergers and acquisitions took place in the 90s of the 20th century and it was the 5th stage of this process.

Even a brief history of mergers and acquisitions can show that this process was not even but fluctuated.

Ineffective Functioning of Institutional Frameworks in Russia

Initially the process of mergers and acquisitions was aimed at obtaining the greatest profit at the expense of cutting costs and strengthening the monopolistic situation on the market. For many centuries different countries worked out the mechanisms making amicable mergers simpler that led to economic growth; at the same time the mechanisms blocking inimical takeovers were being created thus hindering selfish desires of foul participants of this process.

The worked out experience of institutional restrictions of inimical mergers and takeovers in the world practice should be used in Russian economy. However, the market of mergers and acquisitions has become greatly criminal in Russia. The government failed to control the process of foul consolidation of companies within rational boundary. Lack of market institutions, government fiasco and law violations under mass raid stimulated this process. The raid became a widely spread instrument of privatizing enterprises and, later on, also in redistribution of property. The government turned death ear to newly born criminal schemes of mergers and acquisitions. The adopted laws aimed at hindering inimical takeovers had a lot of loopholes which were exploited in foul mergers and takeovers. It was practically natural in the 90s years of the 20th century and this period can be called the 1st stage of the appearance of mergers and acquisitions market in Russia.

Real absence of institutional protection from inimical takeovers in the 1990s led to irrational redistribution of the property, decrease in production and effectiveness reducing. On one hand, the leading positions in the national economy were occupied by cumbersome corporations suppressing middle-sized and small business. On the other hand the necessary policy, law and market frameworks in a number of industries lagged behind and caused unreasonable division of enterprises which were unable to compete under modern productive conditions. As an example of this irrational division we can take the ?Aeroflot? which was divided into a number of small airlines that turned out to be ineffective.

Trends and Methods of Improving Institutional Frameworks

All these facts made the problem of creating effective institutional frameworks for limiting inimical takeovers relevant. A lot has been done in this field lately. The analysis of mergers and acquisitions demonstrates the appearance of an important trend to transfer from raid and inimical takeovers to conclusion friendly deals aimed at increasing production. The number of corporate conflicts dropped drastically. However, in spite of a great number federal laws and regulations against foul methods of business consolidation, this experience is still inefficient and insufficient. Further improvement of the law frameworks to restrict corporative acquisition should be done the following ways.

Firstly, law-making should be aimed at forestalling new schemes of inimical mergers and acquisitions. Our experience demonstrates that Russian business structures constantly face new for Russia but well-known abroad methods of mergers and acquisitions.

Secondly, we should perfect the application of laws restricting inimical mergers. The weak point in the struggle with corporate raids is implementation of the proper laws in the court system because of numerous loopholes. If we want to be effective in limiting inimical mergers within the framework of law restrictions, we should resort to the similar foreign experience, but its adaptation to the Russian reality, to the mentality of the involved in inimical mergers is a must. Unfortunately these people became infamous under the conditions of the initial capital accumulation and their desire to revise this accumulation that explains raider-boom after the 1st stage of privatization subsided. Unlawful privatization gave rise to the corresponding methods of property redistribution.

The well-known methods of protection from inimical mergers can be united into several groups:

1) Defense methods built into the framework of law. It stipulates a number of legal regulations in the national corporate law:

Regulations blocking mergers if the deal is not approved of by the overwhelming majority of voters on equities. This condition of the overwhelming majority puts up a high equity

percent barrier necessary for the approval of mergers. It is usually up to 60-90%.

Regulations prohibiting big shareholders to make deals on merging or takeovers for a limited number of years after their acquisition of a big block of shares without preliminary approval of it by the board of directors. The regulation, entitling the state to own the golden share, enables them to veto any deals, changing the control over a company.

2) Special protecting amendments in companies' charter. They include the following: division of the board of directors into 3 equal parts (for the three years only one part can be reelected for a year, thus the buying company is deprived of a chance to get an immediate control over the selling company).

3) Special securities. The board of directors is not entitled to make a decision of emission of these securities if the company faces inimical merger; and the approval of it by the general majority of shareholders is not required. The so called "poisonous pill" falls under this regulation. These special securities give their holders special rights in case of inimical mergers. The most famous type of such poisonous pill is preference convertible shares. In case of inimical mergers they entitle the shareholders to acquire additional shares at an additional discount or to sell their shares to the buying company with a substantial premium, thus the buying company thinks twice before organizing a tough takeover because of the enormous amount of financial resources required for buying-out the controlling block of shares involved.

4) Protection of top-managers interests and thus making inimical mergers more expensive. The so called "golden parachutes" can be considered one of the instruments to protect interests of top-managers. The golden parachute is a contract of the company's top-manager entitling him to obtain substantial compensation under cancellation of the contract before the appointed time or his dismissal from the company because of owner change.

The use of western companies' experience cannot be implemented properly for a number of reasons. One of them is lack of the proper base for using its implementation. Such methods as division of the board of directors, reasonable price and poisonous pill and a number of others cannot be applied due to their incongruity with the federal law number 378667-6 that were put forward to State Duma in 2013 and approved of after the first reading. According to it a new article limiting, the amount of redundancy-pay to some employees under the change of the owner was proposed to be included into the Labor Code of the Russian Federation. However, this document is believed to have a lot of serious amendments: the amount of redundancy payment could be reduced to triple monthly payment (today it equals to a six-month payment).

Preventive and Active Methods of Inimical Mergers Protection in Russia

Extremely specific methods of Russian company-buyers

attacking the target company restrict the usage of foreign experience in struggle with corporate takeovers. Such takeovers can be characterized by abuse of one's position, extortion money, criminal plot, threat of murder, falsification and theft of documents, and fraudulent bankruptcy. Such methods were not widely spread in western countries, thus Russia had to be the first footer in this struggle. However, there are positive examples of resistance to inimical mergers with the help of classical methods in Russian practice. Our companies used some methods which can be divided into 2 groups: preventive and active. The former is used for planned organization of a company's defense. The latter – during the onslaught of the attack. Preventive measures include:

1. Creation of a protected corporate structure involving property rights division and functional division. For example, one company owns property; the other owns means of production, while the company performing the main functions deals with the above companies through rent or leasing agreements. Besides them, the above proposed structure can include specialized service companies and the managing companies.

2. Effectively economic security of the company can be achieved with constant monitoring of the current situation. To estimate the chances of inimical merger an analysis of a great number of factors surrounding the company is required.

3. Effective motivation and limitation of company's management power. This method of protection is based on two elements: managers, motivated to increase and develop the company and reasonable limitation of the employed managers' power by the transferring part of the power to the board of directors.

4. Creating conditions hindering mass purchase of shares. For example, the condition of the majority. The above method was successfully used by the Tolyatti Azot management.

Methods, protecting companies from inimical takeovers, include:

- Counter purchase of shares and counter attack as the form of counter purchase of raider's securities. A counter attack on raider's shares was used by several Russian gas-oil companies. The main point of this measure is to make a counter offer to the raider-company to buy her shares though the advantage and the gain of this measure is doubtful because

one never knows if the invested money will be returned in future.

- Termed asset restructuring. As an example we can mentioned the restructuring of "Norilsk Nickel" plc., the transfer of a number of "AutoVaz" assets to dealers and investment institutions and also leasing the equipment of Tarasov's plant to them; the deal on transfer the control block of 50% +1 shares to the Russian Government as a security to cover the debt or AutoVaz to the Federal Budget.

- Blocking of control block of shares of the raider company by simultaneous additional emission.

- Revealing unhappy shareholders.

Conclusion

The analysis given in the above article states that, the existing Russian law framework does not provide substantial settlements of relations, appearing as the result of mergers and acquisitions in spite of a great number of laws in this area. The institutional hindrance demonstrating imperfection of the existing law institutions, in the frameworks of which Russian mergers and acquisitions are held. Also loopholes in the law hamper lawful and effective mergers and acquisitions that do great harm to market development. Consequently, one can draw a conclusion that regulation mechanisms of the subject functioning in the above sphere in our country need further improvement.

It should also be noted, that effectiveness of mergers and acquisitions deals includes not only economic but also social aspects. One should remember that some activities, held during the process of mergers and acquisitions, and considered to be a must for business, at the same time can be inadmissible and socially improper because of their negative external consequences.

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Social Networks as a Policy Instrument in the 21st Century

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Abstract: The article analyses the influence of mass media and virtual space on people's mind and the policy of every country. It also describes how hostile organizations use Internet and other mass media instruments to achieve their destructive goals. The author appeals to the powers to pay special attention to this new phenomenon, a new political instrument "soft power", in the domestic and foreign policy.

Key words: mass media, soft power, computer oriented, digital native, rebellion

Introduction

For centuries all opposing powers strive to use all the instruments available to wage war against their opponents. Up to the 21st century the most frequently used instruments were newspapers, magazines, radio and television. With all their advantages, but they are slow and open for public. The reason why all their operations aren't successful is that the time delivery and leakage of information. Therefore, the information of the Internet is the gift from heaven for political opponents. It has all the necessary qualities for waging a successful war: promptness, secrecy and wide range of uses.

The 21st century can be characterized by the fact that humanity discovered for themselves a new instrument, not a customary one, but an information warfare. The Internet has been serving as an instrument in the virtual space. It is not only a source of all sorts of information, innovations, including reforms, but also various acts of violence. Governments of various countries began to use social networks actively for provoking information "clashes" and manipulation of the youth from different countries.

Social Networks: Appear and History

Social networks fulfill one of the most important functions for society--communication. The desire to communicate consolidates a wide audience with the help of this specific resource. Due to a great number of users involved, it can be considered as a powerful instrument for achieving different objectives, promoting interest, and making an impact on the minds of young people. Their mentalities have substantially changed under the influence of modern information, communication technologies and mass media. Policy will inevitably creep into any place where there is any mass audience.

It goes without saying that social networks are currently

beginning to dominate in all spheres of public life, including political one. No doubt, whether it is a policy bill, rally, demonstration or something else, the virtual space can provoke discussion and comments among the users. Thus, people get an opportunity to be heard and to express their attitude to powers, to form an opinion on the current situation in the country. What is more important, they tend to analyze the points that do not suit them constructively, or, in their opinions, need to be improved.

The term "social networks" appeared in the mid 1950s. It was introduced into scientific circle by the sociologist James Barnes from "Manchester School" in his work "The Classes and Meetings in the Norwegian Island Parish". Functional significance of social networks enables us through the Internet to find quickly any person, if you know how to use the Internet properly.

Since rapid spread of the Internet technology at the beginning of the 1990s, the number of the Internet users has grown from a few millions to a few billions. For the same period, mass media including a variety of social media participants--common public, activists, non-governmental organizations, telecommunication companies, software developers-- have become an integral part of any civil society throughout the world.

Social Networks: An Instrument for Political War

Social media has become an instrument for coordinating political movements around the world, but at the same time, authoritarian regimes tend to restrict common public access to it. In response to it, the U.S. State Department declares that the defence of "Internet freedom" is one of the policy priorities. Protection of the right to use the Internet freely is in line with the U.S. strategic objectives to strengthen "civil society" worldwide. And at the same time for the war of themselves with political opponents, the U.S. applies total investigation

almost of all outstanding political figures all over the world and it gives them priority in their political struggle. The revelation of Snowden shattered their position and caused mass indignation of the international society. Now this example demonstrates how effectively the Internet can be used in political struggle.

All countries, irrespective of how they call each other (partners, allies and friends), are always geopolitical rivals, and each of them will pursue their only goal that will be beneficial for them. Therefore, they will resort to various tricks to weaken their geopolitical "partner" to deprive him of his available values.

We can infer that social networks have become dangerous because the borders among states are being erased with their help, and now political propaganda can be conducted from anywhere in the world and be aimed at any state.

Soft Power ----A New Instrument

Lately, more and more often, one can hear the term "soft power". In his article, the President of Russia V.V. Putin (2015) wrote: "... soft power " is a set of tools and methods to achieve foreign policy goals without use of weapons, but through information and other levers of influence. Unfortunately, these methods are often used for cultivating and provoking extremism, separatism, nationalism; manipulating public consciousness, for direct interference in the internal affairs of sovereign states".

It is social networks that serve as one of the main instruments of soft power, along with mass media. Numerous protests against the ruling regime, which turned into the Revolution in the Arab world in 2010, were organized through social networks. The instability in the Arab world was caused with the help of active implementation of "soft power" by people interested in the change of the Government in those countries. By organizing this they pursued their own interests: to capture other countries' natural resources.

The motives of socio-political explosion in the Arab world are both internal and external. In each country, it has its own specifics due to the peculiarities of historical development, the specific socio-economic, political and religious situation. The main internal factor of the overall protest movement is the worsening socio-economic problems, the absence of life prospects for a significant portion of the younger generation. Oddly enough, it was the youth who were the mainspring. At the same time young men own the modern information technologies. It is possible to accelerate political change by combining a network of like-minded groups and allowing them to coordinate the formation of the movement in the real-time mode.

In his pre-election article "Russia and the Changing World", which was published in the newspaper "Moscow News", V.V. Putin stresses that the Internet and social networks have become an efficient political instrument and

are often used to manipulate public consciousness and to organize direct interference in the internal affairs of sovereign states. According to him, "The Arab Spring" clearly demonstrates that the world public opinion is being formed by active use of advanced information and communication technologies.

"We can say that the Internet, social networks, mobile phones and the like have become, along with TV, effective instruments for both domestic and international policy. This is a new factor that needs analyzing, in particular, for promoting further the unique freedom of communication on the Internet and reducing the risk of being used by terrorists and criminals," said the article.

Potential resources of on-line networks and other technologies have a significant impact on organization of network structures used by proponents of "colour revolutions". The main objectives of using blogs during "colour revolutions" are maximum coverage and efficiency in spreading information. The phenomenon of "network revolution" is still very relevant in the global information space.

Supporters of the change of political regime are in the process of deployment of social networks long before the major events. The main players on this stage are instructors who provide the training with specially selected activists thus forming and defining the basis for the team and the network structure. Currently, an important role in the formation of the protest movement is played by social networks which are very popular with the supporters of the "colour revolutions". As is known, the control of telecommunications does not have a global character in those countries. The real purpose of the network created for a "colour revolution" which involves the immediate start of the event. The ideologists of revolutionary transformations actively use the available techniques of secrecy to explore the possibility of blocking the resource, creating a "spare area", disguising its network and using blogs actively. The main objectives of using blogs during the "colour revolutions" are the maximum coverage and efficiency in the transmission of information. In addition, the ideologues of "colour revolutions" pay special attention to flash mobs, web forums, mass sms and mms-mailing lists, viral video, the rumour-mongering and other controlled methods of psychological influence. Thus, the possibility of on-line networks and other technologies has a significant impact on the organization of network structures used by supporters of "colour revolutions", their structures and tactics.

Global Anti-war Protests Organizations

Network forms of society organization are an important part of protest mobilization. However, organization of such global anti-war protests, as the demonstrations in 2003, indicates that "network individuals", having enormous communication network space, have become extremely "centralized" in speed and intensity of organizing protests.

The Groups, in which there is discipline and coordination, both in government and business structures, always take precedence over those which lack these qualities. These groups spend less time on organizing collective actions, as they have a linear structure of management. Social media can compensate for these shortcomings in not so well organized groups by reducing the cost of the coordination actions. For example, in the anti-presidential rebellions in the Philippines, the organizers of the protests sent and forwarded text messages in order to organize mass protests. As it can be seen from the above, a large, but not very well organized group of people can coordinate their own activities in order to organize mass protests and launch campaigns in the media, thus taking away the monopoly of organized actions from formal organizations.

The antigovernment protestations in Spain in 2004 were organized so quickly, first of all, due to involving millions of people who did not belong to the hierarchical organization but spread the information through modern telecommunications.

The Twitter supporters consider that this social network plays the central role in news media, providing news in real time. One of the most striking examples of Twitter priority was the earthquake in China in 2008. When such media giants as CNN and BBC covered the catastrophe on the basis of the information received from Twitter.

Another form of network activity is the blogosphere called Web 2.0. It has contributed to the development of e-democracy. Communication between Web 2.0 and e-democracy makes microblogs, like Twitter, an object of close attention for political science. The main subject of scientific debate is the question of how blogs influence policy.

Many organizations are using their websites strategically, providing information about themselves, their goals and actions proposed. In addition to the information provided on the website, many organizations give links to other organizations, as well as they offer individualized communication with potential followers, for example by joining their groups on Facebook. Thus using the potential of "friendly" relations in social networks the organization greatly expands ranks of their followers.

Actually, web activity in the context of policies, consists of two parts: web sites and social networks. Today's younger generation is growing up in the "computer-oriented" space. Some researchers use the term "digital native". Therefore, youth organizations wish to promote civic or political activity

in society and contribution to growth of various types of political participation must be sure that they are represented in the networks.

Conclusion

Having summarized the above information, one can see that social networks and the Internet have occupied very strange position in modern political wars. The international society has effectively learnt how to use this mass media for their advantage but unfortunately they are not willing to learn to respect the Rights and Freedoms of their opponents and as it is a relatively new invention that they haven't yet effectively elaborated laws protecting Rights and Freedoms of both sides involved in the struggle. The task of the first priority facing the international society is to create urgently such laws and regulations enabling the opponents to use this instrument rather fairly.

Technological development gives political participants an opportunity to communicate directly with their audience. The combination of text, audio, video and Internet contents provides unlimited opportunity to present information to citizens and enables them to communicate with each other quickly and effectively, both in social and political spheres. Irrespective of our desire, one can't stop international society using this new political instrument but we can make up laws regulating its usage.

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Chinese Art Upgration with Great Artist, Lin Fan's Triple Uniques: Poetry, Calligraphy and Painting - A Brief Comment on the Art of Lin Fan's Poetry, Calligraphy and Painting

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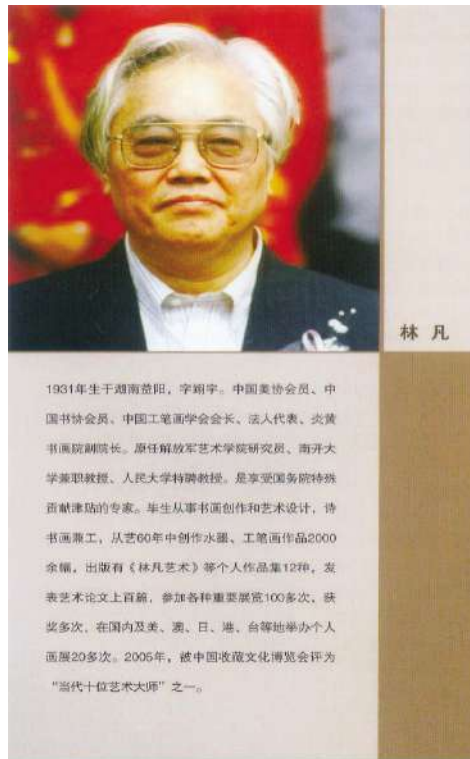
Abstract: Lin Fan, one of the Chinese contemporary greatest artist, is the first president of Chinese Hue Art Association (China Claoborate-Style Painting Association). He is very famous for his triple uniques of poetry, calligraphy and painting at home and abroad. Li Fan has made a historic contribution to the development of arts nationally and internationally.

Key words: lin Fan, great artist, triple uniques, poetry, calligraphy, painting

Lin Fan, the first president of Chinese Hue Art Association is more than 85 years old and famous for his poetry, calligraphy and painting overseas. He is an outstanding artist, a famous art activist, a writer, a rare art designer and an art expert on art history research, who is an all rounder and a talent in the contemporary art circle, whose creations are spoken highly of by some celebrities, such as Cai Ruohong, Shen Peng, Fan Zeng, Shao Dazhen, Xue Yongnian, Liu Dawei, Wang Yong, Yan Gongda, Zhou Junjie and some state leaders, such as Gu Mu, Chi Haotian and so on. In 2006, Qi Gong, Wu Guanzhong etc., were publicly selected as "ten contemporary art masters" at China Collection Culture Exposition, among whom Lin Fan ranks the eighth one. Lim Fan is one of the main founders of Chinese Hue Art Association, who has made outstanding contributions to the development of Chinese art by cooperating with colleagues for more than 30 years to get meticulous painting out of the decline of hundreds of years and goes towards prosperity finally.

The most prominent characteristic of Chinese art is the harmonious unification of poetry, calligraphy and painting. Poetry is the soul of Chinese art, which this paper refers to are the poems and antithetical couplets with rich and deep artistic conception, created by classical Chinese. Calligraphy is the ancient art which can express the national spirit best, carried by beautiful poetry, according to calligraphy images constructed by lines and ink technique to express good feeling. Painting this paper refers to are meticulous painting and free sketch, i.e. traditional Chinese painting, representing the quintessence of Chinese culture. The merger of poetry,

calligraphy and painting originated from Tang dynasty, matured in Song dynasty and prosperous in Ming-Qing dynasty. Wang Wei is a famous poet, painter and calligrapher of Tang dynasty. Su shi, Wen Tong, Mi Fei and his son are outstanding artists of Song dynasty, whose precisely poetic annotations, interesting painting theory and Buddhist Meaning, evaluation proposed comprehensive quality



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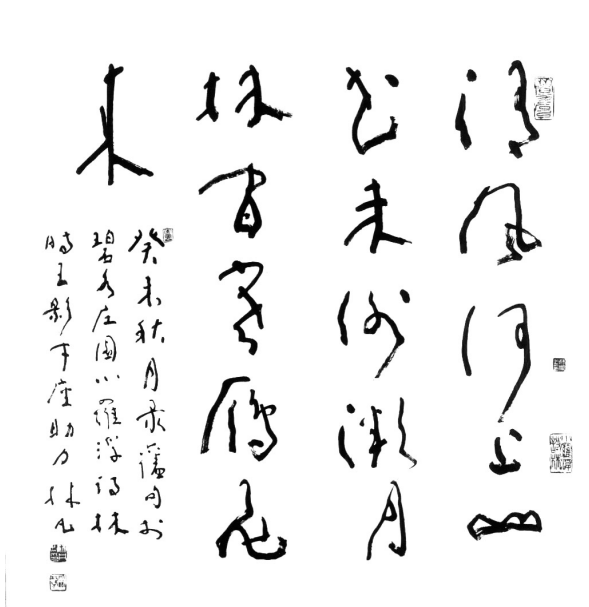
海风图 纸本 82.3 × 168cm 1997年

requirements of calligraphy and poetry for creators. In Qing dynasty, “eight eccentrics of Yangzhou” (a group of painters in Yangzhou, and eight is an approximate number) pushed poetry, calligraphy and painting to the peak. Lin Fan is an expert with remarkable achievements on research of Jin Nong (Jin Nong ranks first of “eight eccentrics of Yangzhou”) and influenced by him deeply. Chang Daichien and Qi Baishi are outstanding representatives of contemporary artists. Qi Baishi once said to Lin Fan: “You should be good at poetry, calligraphy and painting together, not just one of them.” Lin Fan keeps this in mind. In contemporary Chinese art circle, there are not many artists who can blend poetry, calligraphy and painting as a harmonious whole, but Lin Fan is the most excellent one who can do it. Shen Peng, leading scholar of contemporary art circle, honorary chairman of China Calligraphers Association, firstly appraised that Lin Fan’s poetry, calligraphy and painting had been triple uniques and then he obtained general acceptance in the art circle. Famous artist Yan Gongda spoke highly of Lin Fan’s poetry, calligraphy and painting fairly and objectively as: “his painting and image using are good, incomparable, vigorous, natural, creative, forthright with wonderful principle; his calligraphy is elegant, simple, quiet, magnificent, and the meaning is absorbed from bamboo slips. It is the fusion of abundant and simple of Qin-Han dynasty, and free and elegant of Wei-Jin dynasty; his poems are unconventional, hardly to be learnt, possessing lofty sentiments, getting styles together, pursuing pure poetry.

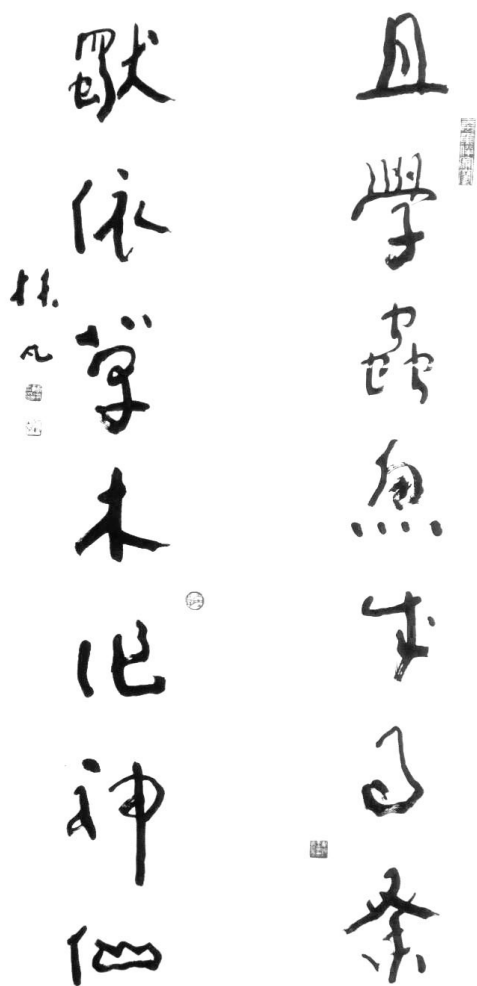
Lin Fan’s hometown is Yiyang, Hunan province, where the scenery is exquisite, talents are gathering, which is called “a poetry city”. Lin Fan’s poetry and painting soul is cultivated by green mountains, clear rivers, spiritual egrets, and fragrant plum blossoms of Yiyang. Lin Fan was born into a family of scholars. Lin Botao, his father, was a famous educator, the first president of Yiyang Xin Yi Secondary School (It is known as Yiyang NO.1 middle school now). Wang Sufen, his mother, was an excellent woman. When he was nine years old, his father died of cancer. Thus, his mother brought up four children through untold hardships. Lin Fan joined army at the age of 17, never studied at university,

entirely self-taught to be a fruitful artist. He visited Qi Baishi, Xu Yansun, Hu Peiheng, Dong Shouping, Qi Gong and other contemporary art masters. When his artistic talents were just seen, he was relegated to He Dong (southwest of Shanxi province) for twenty years because he spoke bluntly. During that difficult period, he wasn’t dispirited for the support from his wife He Jian’an. The living conditions were extremely difficult, so he had to use the branch as pen and the beach as paper to paint and write. However, Lin

Fan was too obsessed with art, neglecting his family. Thus his weary wife finally left him. During his life in Shanxi, the persons he was particularly grateful to, were Zhen Lin, the old Red Army, former vice governor, and Chen Yonggui, former vice premier of the State Council, because they protected and encouraged him at that time. After being vindicated, Lin Fan was arranged to work in Department of Traditional Chinese Painting of the PLA Institute. Then, he decided to rejuvenate meticulous painting declined for more than three hundred years. Therefore, he founded “Contemporary Chinese Hue Art Association” with some old artists, such as Pan Jiezi, later changed its name as “Chinese Hue Art Association”, and Lin Fan was the first president of the association. Lin Fan has suffered huge emotional impact in his old age, but for his strong will, he has created miracles one after another in the past five years, creating hundreds of beautiful paintings with



combination of fine brushwork and freehand brushwork, among which more than ten are 10 meters long. His recent work meticulous painting scroll 《百女游春图卷》(hundred females enjoy spring scenery) is 25 meters long, including more than 150 people. He also created nearly one thousand



calligraphy works, published poetry anthology 《孤吟百律》(Gu Yin Bai lǜ), academic masterpiece《<清明上河图>元本新证》(< Riverside Scene at Qingming Festival > Yuan Ben Xin Zheng) and so on, also some other works are waiting to be published.

Lin Fan is an outstanding painter. He is good at fine brushwork and freehand brushwork with the style of slightly cold and fully wit. His art language is rich and profound and he can use brushwork of calligraphy to paint freely, expressing feelings. His works advocates “孤吹”(“solitary creation”). Contemporary leading art master Cai Ruohong said: “Lin Fan’s works are unique in material, shape, conception and style. He can see that people can’t see, can use that people daren’t use, can feel that people can’t feel.” Painter themselves always summarize their aesthetic ideal as “small pattern, low angle, and narrow field of vision”. He likes going to deep valley bottom by following rattan to listen

to the cool mountain breeze and rustle. He always focuses his sights on the rocks filled with folds and unknown grass, and his emotions in grass, rattan, tree root, and rock. When it comes to flowers and birds, he is fond of egrets and plum blossom, for their pure and elegant can express his personality ideal and poetic emotion. As to the idea on art, Lin Fan holds “meaning” theory, and advocates meaning, which refers to rational spirit of poetry, life sentiment of materialization, harmonious beauty of exteriorization. Lin Fan is good at borrowing ideas from 《The Book of Songs》and artistic conception of Tang poetry, more than 30 works of Li Bai series painted by whom are with far-reaching significance in figure paintings. Li Bai’s character is a paradox, deeply influenced by Confucianism, Taoism, Buddhism, Eclectics Ideology, Chinese Military Ideology, Lobbying Ideology, and Chivalry Ideology, among which Taoism influenced him the deepest. However, Li Bai series paintings possess vivid and comprehensive characteristic description of the figure Li Bai, in which costumes, makeup and banquet tableware are consistent with historical materials. The whole painting is vivid and coherent, expressed Lin Fan’s ambition. Based on the west coast of the United States, he created 《海岸无风》(《There is no wind on the coast》). The clear water and blue sky are against the coast, and under bluster of strong sea winds for a long period, the pines in the rock crevice are all gradient. Harsh living environment reflects the vitality of the tenacious pines. Tasting such paintings, we will naturally think of Lin Fan suffered trials and tribulations, his tenaciously national spirit, and colleagues sacrificed for people in Chinese history. There is Buddhist Meaning in Lin Fan’s paintings, reading which as if in a pure land without the hustle and bustle of the earth, listening to the sound from the heaven. When your heart approaches the vines winding cliff, spring flying valley, grass desolately river, setting sun shining reed marsh, you will feel extra comfortable and relaxed. Lin Fan likes painting water, such as mountain streams, waterfalls, rivers and swamps, the feeling of which are similar to the polar ice melted, clean water resources of his hometown, with crystal clear and cold fragrance, without pollution.

Lin Fan is a famous poet with the main poetic style of strange, changeful and desolated, creating hundreds of poems and more than three thousand antithetical couplets. The high state of art is strange, changeful and desolated. The artistic conception of most of the immortal works in the history of Chinese literature is strange, changeful and desolated, such as Qu Yuan’s《Li Sao》and《Nine Odes》, Yuefu poems of Han dynasty, Li Bai, Li He’s lyric poems in the Tang Dynasty, Frontier poems represented by Cen Sheng and Gao Shi’s works. So Qian Zhongshu, the famous writer said: “sentimental poem is sweet”. Desolation is beautiful for its sincere and deep emotions.《独漉》(Du Lu) is a poem of Li Bai, which expressed his rough life and hardly achievable

aspirations. Lin Fan takes Li Bai as an example to encourage himself to keep forging ahead. Lin Fan has to leave his hometown and it is difficult to achieve his art dream. Meanwhile, his life is hard and emotion is distressed. Lin Fan's poem 《天香》(Tian Xiang) describes the environment in the deep mountains and forests: "The setting sun shines on the mountains and cliffs; the earth and sky are sorrow; seeking the temple at night and hearing birds crying, the lonely stranger is pity". These verses can call the feeling of sorrow. Lin Fan loves his hometown and tries his best to help cultural and educational undertakings development of his hometown. Many poems expressed his nostalgia. He created 53 antithetical couplets to publicize bamboo culture, such as "万里春风摇绿梦,一窗寒雨动清魂"(A million miles of spring wind shakes the green dream; a window of cold rain moves clear soul), "文化扁担长,山路八千,砍樵一曲花鼓调;艺术箩筐满,水程五百,布谷三声油菜黄。"(Culture is everywhere, there are eight thousand mountain roads, sing opera when cutting firewood; art is everywhere, there are five hundred water ways, rape matured when hearing cuckoo). These verses are pure line drawing, like pictures, contain vivid image and expressed saturated emotion. In his work《游故乡小镇》(Visit hometown), he wrote: "料峭春寒暗楚岚,江南旧迹画图残。酬愁问影桃花巷,斗酒催诗石井栏。十里河桥挑荠菜,五更溪筏载山兰。夕阳今古无姿态,渔网斑斑湿未干。"(In chilly spring, Yiyang's mist darkens the sky, and in south of the Yangtze River, historic site is not complete; going to the peach blossom lane sadly, and drinking and making poems beside stone brandrith; picking shepherd's purse on bridge of ten miles, and stream raft carrying mountain orchid at five; the sunset is the same in ancient and modern, the fishing net is still wet.) It recalls the sceneries of dreams according to the description of river, bridge, shepherd's purse, stream, raft, mountain orchid to express his deep emotions. Lin Fan is good at using image group to express emotions which are hardly expressed by language.《夜雨》(Night Rain) takes hazy moonlight and pear blossom in rain to metaphor artistic conception. Lin Fan's poetry is full of Buddhist Meaning which has influenced Chinese art deeply. Buddhist wisdom maps into artistic conception, express comfortable, free, quiet and harmonious beauty.

Lin Fan is one of the most outstanding calligrapher at present, famous for his calligraphic style of unconventional, elegant, free and extraordinary. Lin Fan's calligraphy is deeply impressed by his family tradition. His grandfather, father and uncle are all famous calligraphers. Lin Fan learned calligraphy style of Huang Ziyuan, He Shaoji, Yan Zhenqing, Wang Xizhi and Wang Xianzhi, and learned simple and

unsophisticated, introverted, unfolded, and force stretching from stone tablets of Han-Wei dynasty. He likes traditional freedom in big seal character, and has learned much from bamboo slips. He likes using comprehensive calligraphies, especially inverse pencraft, because it can easily get effects of combining vigor and suppleness, and it is full of interest. The writing brush made of goat's long hair is Lin Fan's favorite, because it is not easy to control for its long hair and not easy to turn for its soft, which can produce surprising beauty, which is a unique quality for all artists entering the peak state of art. The vigour lines like rattans of thousands of years and cranes in the sky. What a sage-like type work! Running hand in Chinese calligraphy represents Lin Fan's highest achievement, which gives us the whole feeling of natural and true beauty, entering artist conception of "the rain spread when wind breeze; the flowers bloom as water flows". When reading《李白·菩萨蛮》(Li Bai·Pu Saman),《自书诗·江国千山泣杜鹃》(Self-transcribed poem·thousands of mountains crying for cuckoos) and so on, the introverted lines, elegant and extraordinary images, seemingly dense actually sparse layout, expresses the feeling of desolation and sadness. Just like there is a kind of feeling pouring out, spurting and flowing. Lin Fan has written lots of poems of Qi Ji, a poet of Tang dynasty. The written lines can express emotional movement, without redundant lines and feeling. Each word is beautiful and each verse is with Buddhist Meaning, read which can lead the readers into the feeling of reaching cliff where people rarely going to; seeing long bamboos swing in the wind, spring grass luxuriant, and wild peach smiling can cause a feeling of freedom from things of the world. Lin Fan's hard-pen calligraphy is extremely excellent. His letters and manuscripts are written freely, not intend to write well but they are well themselves. The fresh and introverted center writing technique, free and flexible structure and natural layout lead readers into poetic realm of white clouds massed and dispersed, and hearts washed by clear spring.

Lin Fan has made a historic contribution to the development and prosperity of Chinese art. He is talented, persistent, possessing strong will, willing to be lonely, and very modest. Art is his life. He is far away from the hustle and bustle of the world, addicted to create works, just like he is a person on the land of idyllic beauty. So his name is relatively unknown. History is fair. The name Lin Fan is aglare in contemporary Chinese art history. There is one poem to conclude his life: "Lin Fan's life is full of natural creatures. Although facing to adversity, he is full of achievements. He has absorbed essence of various styles, forming triple uniques to carry forward Chinese art".

Practice of Chinese Dream on the Base of Patriotism Spirit

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Abstract: Patriotism spirit carries out the spirit of the 18th CPC National Congress to realize the Chinese Dream. It is also the foundation of Chinese Dream from ancient to modern times. Furthermore, Patriotism spirit is not only the fine gene of Chinese Dream in the 21st century but also the value embodiment of the Chinese Dream and the strongest power for realizing the Chinese Dream.

Key words: realization, patriotism, Chinese Dream

Introduction

On November 29, 2012, while leading central leading collective to visit “the road of rejuvenation”, General Secretary Xi Jinping pointed out the Chinese Dream which means realizing the great rejuvenation of the China that is the greatest dream of Chinese nation since the modern times. At the same time, he calls the whole Communist Party of China and the whole nation to make great efforts for realizing Chinese Dream. Chinese Dream is the dream of our nation, our country and every Chinese. To realize the Chinese Dream, we must carry forward Chinese spirit which means carrying forward national spirit that is the core of patriotism. Patriotism spirit reflects people’s deep feelings for their motherland and the dependent relationships of individuals to their motherland, which is the unity of sense of belonging, identity, dignity and honor of people to their homeland, nation and culture. People of all ethnic groups in China should enforce the spiritual mission of unity, adhere to the spiritual power of constantly striving to become stronger, carry forward the great national spirit and the spirit of the times, and be always full of vigor and vitality towards the future.

Patriotism spirit carries out the spirit of the 18th CPC National Congress to realize the Chinese Dream

The 18th CPC National Congress put forward: “to consolidate and develop the most extensive patriotic united front. The united front is the key to unite all aspects of power, promote the harmonious relations among political parties, ethnic relations, religious relations, strata relations, and the

relations between people home and abroad, which is the important magic weapon for the new victory of socialism with Chinese characteristics”. Patriotism spirit is the responsibility and obligation of every citizen to his country. After a long history, Patriotism spirit has become the connotation of Chinese national spirit and precious character of Chinese nation. To realize Chinese Dream needs the spirit of patriotism, and to adhere to patriotic united front. Love one’s country is to love rivers and mountains of his motherland, to defend the country’s territorial integrity and sovereignty unity, to love compatriots and actively safeguard national unity, to love the excellent national culture and promote innovation and development of Chinese culture, to love socialist system, to adhere to the road leading by the Communist Party of China and the path of socialism with Chinese characteristics. To carry out the spirit of the 18th CPC National Congress and the spirit of Patriotism spirit is part of Chinese Dream. Only the whole the Communist Party of China and the whole nation actively practicing patriotic socialist concept; adhere to the Patriotism spirit and internationalism; adhere to dialectical unity of Patriotism spirit and strengthening country, national interests, collective interests and personal interests, can we achieve the great rejuvenation of the Chinese nation. The 18th CPC National Congress points out: “To solve the problem of Taiwan and realize the complete reunification of motherland is an irresistible historical process. We should deepen economic cooperation and common interests, expand cultural exchanges, strengthen national identity, harmonize relationship between people. We must protect the rights and interests of Taiwan’s compatriots, and unite whom to

construct and maintain the common home of Chinese nation.” It is indispensable content of Chinese Dream. To realize Chinese Dream should be based on the overall interests of the Chinese nation, adhere to actively safeguard national unity on the basis of national equality principle, which can maintain friendship with our compatriots in Taiwan, and gather a wide range of wisdom of the Chinese nation, to form majestic power promoting national rejuvenation better, to promote the reunification of the motherland, and to realize the common development and prosperity of the people of all ethnic groups.

Patriotism spirit is the foundation of Chinese Dream from ancient to modern times

Chinese nation is a great nation with the tradition of Patriotism spirit and dream. Patriotism spirit has a profound ideological tradition which mobilized Chinese descendants, inspired the whole nation to unite and struggle, has become the power source of Chinese social development and the common spiritual pillar of the whole nation. The Chinese national dream is a profound way to convey the spirit of patriotism. In ancient times, Patriotism spirit like “everyman has a share of responsibility for the fate of his country” and “plan and worry ahead of the people” are deeply in people’s hearts. Since Modern Opium War, numerous people with lofty ideals explored the road of Chinese national salvation arduously, such as the “Westernization dream” with westernized Chinese style, “scientific and democratic dream” of capitalism, and Kang Youwei’s “Datong book” which reflects that Chinese people have a dream of uniting the world. In 1921, the Communist Party of China created revolutionary spirit, who have firm ideals, with the indomitable spirit of struggle to drive away the invaders and liberates the whole China. Nowadays, the Communist Party of China implements spirit of utter devotion and serves people wholeheartedly to realize the Chinese Dream, and also clearly pointed out to insist the road of socialism with Chinese characteristics, accurately expressed the firm belief that our party leading all ethnics of China is insisting socialism with Chinese characteristics. The only way to realize Chinese Dream is to insist socialism with Chinese characteristics, which is a banner of development and progress of contemporary China. Since the reform and openness, the national leading group has been working hard to promote the stable development of socialism with Chinese characteristics. To insist the path of socialism with Chinese characteristics, we should take national conditions as the base, economic construction as the center, insist four cardinal principles and reform and openness, liberate and develop social productive forces, consolidate and improve the socialist system, build socialist market economy, democratic politics, advanced culture, harmonious society, and socialist modern country with prosperity and power, democracy, civilization and harmony. This is in line with the needs of the Chinese people, the national conditions, and the world development trend. It is a new path and dream for exploring development recognized by 1.3 billion Chinese

Patriotism spirit is the fine gene of Chinese Dream in the 21st century.

The Chinese nation is a harmonious nation with a long history, multi-ethnic groups, and patriotism. Since ancient times, Patriotism spirit and its behavior have been always inherited and admired from generation to generation, forming good genes of Chinese Dream. The Han and other ethnic groups contribute to the development of China together, emerging a lot of people with high ideals and heroic deeds. Loving the motherland is Chinese people’s excellent quality. Qu Yuan’s unforgettable patriotism, Yue Fei’s patriotic ambition, and Qian Xuesen’s returning motherland show their loving and attachments to their motherland. Abandon literature learning, scholar Qian Weichang devoted his life to Mechanics, which showed his patriotism, which is a good example to explain “everyman has a share of responsibility for the fate of his country”. Yesterday we have responsibility to build China; today we have duty to strengthen China; tomorrow we have needs to arm China. To safeguard the unity and to oppose the division is the common aspiration of every Chinese people, is the mainstream of the development of history. However, Taiwan is still not be unified now. Contemporary college students, born after 1990, have the responsibility and obligation to strive for national unity. Unified together and resist foreign aggression is the deep requirement for carrying out patriotism. The United States is worried about the rapid growth of China’s economy; Japan is anxious of China’s strength, all the countries in the world are nervous to see China’s great improvement. As the saying goes: Less successful at ruling countries than at liberating them. To maintain the sustainable and stable development of China’s economy, improve people’s life level and international status, Chinese people should unite first. To carry forward the Chinese national patriotic tradition is the new mission of the times, the new requirements of development, the new needs for taking the road of socialism with Chinese characteristics, the deep connotation and exploring for achieving Chinese Dream. We should take the good dependency relation of patriotism, play the full national patriotic forces, and witness the reality of Chinese Dream by practice.

Patriotism spirit is the value embodiment of the Chinese Dream

Patriotism, the core component of the spirit of China, the strong voice for realizing Chinese Dream, the precious wealth left by the Republic of China, has important value of the times. Firstly, Patriotism spirit is a powerful spiritual pillar of the Chinese nation. Under the new historical conditions, committing to the great rejuvenation of the Chinese nation, we should take the high and great banner of patriotism, set up the most extensive patriotic united front, focus on the wisdom and strength of the whole nation to seek for national development and rejuvenation. The so-called “national

rejuvenation” means to restore the leading power, status and position of China in the economic, political, cultural, social and other fields. This is also part of the Chinese Dream and new national requirement of the Chinese Dream. Secondly, Patriotism spirit is an important link to safeguard the unity of the motherland and national unity. Safeguarding national sovereignty and territorial integrity is the core interest of the state. On opposing separation and safeguarding national unity, Chinese people are without a slightest hesitation and compromise. Only family reunion and motherland reunification are the common hope and happiness of all ethnic groups. Based on firm patriotism, the Chinese Dream and the dream to become strong set sail together, looking forward to the reunification of the motherland. Thirdly, Patriotism spirit is a powerful driving force to realize national rejuvenation. Facing to the devastation and poverty left by the intrusion of war, remembering the hostility and blockade from developed imperialist countries, we won't regress but move forward. Only by Chinese people's infinite yearning for the socialist construction, rely on the self-reliance and hard work of sons and daughters of China, depend on patriotism, gather the most extensive force to promote the modernization construction, believe Chinese Dream is the dream of all 56 ethnic groups of China, gathering collective wisdom and devotion of the youth of the Chinese nation, can we achieve our dream. Patriotism spirit will be not only helpful for realizing Chinese Dream, but also helpful for realizing personal dream, which is the power source for individual to realize the value of life. Having a deep love for the motherland means formed great life goal. The deeper feeling to the motherland and the stronger history responsibility, the life goal is more vivid and the life faith is firmer, and the motivation will be more intense to achieve the life goal. When everyone achieves his life goal, the Chinese Dream comes true naturally. In just a few decades, China has achieved great success in the world. It is because we have a dream. And the whole nation than ever before have a strong driving force close to the national revival dream, which is the value embodiment of the times of China. Realizing dream needs to pass the torch, patriotism, and unification. Chinese Dream will be achieved not long in the future if we unite as one.

Patriotism spirit is the strongest power for realizing the Chinese Dream

General Secretary Xi Jinping said: “To realize Chinese Dream, we must carry forward the spirit of China, gather the strength of China, and take the road of China”. Chinese spirit is the national spirit with the core of patriotism, the spirit of the times with the core of reform and innovation. So, the Chinese spirit is closely around the spirit of Patriotism spirit which should be carried forward to achieve Chinese Dream. Personal dream is an organic part of the Chinese Dream which is the base and soil for realization of personal dream. No national prosperity and national rejuvenation, the individual will be very difficult to enjoy the opportunity to be excellent and the chance to enjoy a dream coming true.

Patriotism spirit is the only way to realize the Chinese Dream. Since ancient times, Patriotism spirit has been always the cohesion and combat power to stimulate the development of the whole nation. The core content of Chinese traditional morals put emphasis on collective ideology of nation, ethnics, society and people, emphasizing the interests of the overall interests, national interests and ethnic interests, emphasizing Patriotism spirit on the contribution of society, ethnics and nation. In the history of 5 thousand years, whether on the common idea against foreign invasion or responding to natural disasters, the Chinese nation always continuously burst out strong wisdom and courage inspired by patriotism. Since the establishment of the Communist Party of China in South Lake cruise ship in Jiaxing, Zhejiang, the Communist Party of China always gathers people of all ethnic groups with spirit motivation of patriotism, overcomes the hardships, gets achievements one after another. Without the link of patriotism, it is hard to form patriotic spirit essence; it will be no indestructible Great Wall, no unity of 56 ethnic groups. So, Patriotism spirit is the spiritual link of China with multi-ethnics and large population, the strongest motivation of national vitality, creativity and cohesion. Nowadays, facing to the economic integration of the whole earth and comprehensive competition among different countries, the adjustment of interests and contradictions in the process of the reform, the sharp diplomacy and temptation of interests of Western countries which prompted various moral conflicts, adhering to the Patriotism spirit as the core of the national spirit is still the strongest power for leading position, seeking common sense, and gathering power, during seeking common points while reserving difference.

Conclusion

Dream is the navigation mark for realizing the value of life. The goal of the Chinese Dream is to realize the great rejuvenation of the Chinese nation and the motivation of socialism with new China dream. Nowadays, the whole nation study and carry out the spirit of the 18th CPC National Congress and General Secretary Xi Jinping's important indication. The whole nation takes Chinese Dream as the top mission, sings the main theme of socialist dream with Chinese characteristics of the times, and gathers the positive energy. Based on the patriotic spirit to realize the Chinese Dream, cultivating national spirit, fulfilling the needs of the times, we must become loyal patriots. Only carrying out the spirit of patriotism, gathering national strength, can we realize the Chinese Dream.

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Research on Internal Quality Assurance System in Chinese Graduate Education: A Case Study Based on Jiangsu Province

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Abstract: Through the questionnaire survey, the paper investigates the views of graduate students and tutors on internal quality assurance methods in graduate education. According to the results, we analyze the features and existing problems of the current internal quality of graduate education. On the basis of the research conclusion, put forward some countermeasures for strengthening the internal quality of postgraduate education from five aspects platform construction, tutors, teaching evaluation, training scheme and assurance system.

Key words: postgraduate education, internal quality, assurance system

Introduction

In the past three decades, Chinese graduate education has gained considerable development. The number of the enrollment scale has been rising rapidly from 23,000 in 1984 to 584,000 in 2012. The speed is still astonishing even considering from the data of the past ten years. The national graduate enrollment has developed from 196,000 in 2003 to 517,000 in 2012 which is 2.6 times of that in 2003; PhD student enrollment has also developed from 49,000 in 2003 to 67,000 in 2012 which is 1.4 times of that in 2003. However, lurking beneath the expansion is the crisis of graduate education quality. In recent years, the quality of graduate students has been a social criticism. Whether ordinary members of society, or the enterprise, school and other employers, or teachers in colleges and universities, or even the graduate students are generally have dissatisfaction with the current graduate education quality. The summit of increasing number of enrollment in 2004 (22.2% of doctor, and 25.4% of postgraduate) had reduced to 7.9% and 25.4% in 2012, and it declined further to 2.5% and 5% in 2013. Therefore, the Ministry of education has begun to control and stabilize the number of graduate students. At the same time, provinces began to grasp the rhythm of the development of graduate education, maintain the basic stability of doctoral student enrollment and the moderate growth of graduate enrollment scale. Behind the limit to the number is the pursuit of graduate education quality.

Therefore, the postgraduate education system reform in

our country has not yet been completed currently. The construction of graduate education quality assurance system is still in the stage of theoretical exploration. It has not yet formed a complete, mature postgraduate educational quality assurance system. So that, this research studies colleges and universities in Jiangsu Province is to find out the problems of postgraduate education. Through the study of relevant data and empirical, we put forward some suggestions to optimize the quality of postgraduate education in Jiangsu province. It has practical significance and practical training effect which will contribute to the training of high-quality, high-level and creative talents who adapt to the times in Jiangsu province.

The Internal Quality and Assurance System of Postgraduate Education

A. The connotation of internal quality in postgraduate education

“Quality” is a multi-dimensional concept. On different occasions and from different angles, the definition of “quality” is also different. In all definition of quality, its core content is to meet customers’ needs and expectations. Here, quality refers to the intrinsic attributes of products and services, which is “the degree of a set of inherent characteristics meeting the requirements”.

“Quality of education” is a concept that puts the “quality” concept into the field of education. This paper quotes the book “what is the quality of higher education” written by British scholar Green (1994) and interprets “quality

of education” from the following aspects: the first one is “consistent with a predetermined specifications and standards”. This view stems from the quality control in the production process of enterprises. However, this definition which has the character of static is only concerned with assessment of results and ignores the process control; the second one is to realize the school target. High quality colleges and universities are those who explicitly declared and reached its goal; the third one is “fit for purpose”, which is accepted by majority of educators, but the existing problem is how to determine the higher education purpose; the fourth is the degree to satisfy potential needs set by consumers.

“Internal quality of graduate education” is aimed at postgraduate training units. It refers to the degree for which the graduate education system structure, function and attribute meet stakeholders’ needs, including the demand and the need of academy, society and individual. The internal quality of postgraduate education includes education and service quality of graduate students that brings direct benefits for graduate cultivation mechanism and earnings quality of graduate students that brings indirect benefits for graduate training mechanism. It is the degree for which the graduate education service and graduate students meet the requirements.

B. Internal quality assurance system in graduate education

1. Connotation and extension of internal quality assurance system in postgraduate education

Quality assurance system in graduate education consists of two components, the external quality assurance system and internal quality assurance system. The external quality assurance system is in the form of the government's macro-control, social evaluation and others. Macro-control of the government is macro regulation and control not only from the central government but also from the provincial government; social assessment contains the education quality evaluation organized by the Ministry of education as well as social agencies and private groups. The internal quality assurance system is index system of quality management, evaluation and etc. constructed by postgraduate training units themselves. It requires all the staff of various departments related to the cultivating of graduate students should involve in quality management, be strict with each link of cultivating postgraduates. It also emphasizes that each results of the process should be consistent with the intended target. Compared with the external quality assurance, fully mobilizing internal force in the school is easier to control. The improvement of the internal quality assurance system also has greater space to progress. Consequently, this research focuses on the construction and study of internal quality assurance system in graduate education.

The existing studies mostly discuss on the postgraduate training links of the tutor team’s construction, postgraduate curriculum, postgraduate training program and postgraduate training mode. Thereinto, Changli Bai (2011) had presented that the internal quality assurance in graduate education is the assurance of the whole process which included the “education input - education process - education output”. Combining

with the construction experience of internal quality assurance mechanism in graduate education of specific university, Qing Bian (2010) had raised that the quality assurance mechanism of postgraduate cultivating institution should include the tutor team, postgraduate courses, the graduate censorship, the postgraduate cultivating platform and so on. Xingye Li (2011) also suggested that internal quality assurance mechanism should contain the management mechanism, enrollment mechanism, thesis censorship, discipline construction, the reward and help system of postgraduate, qualified environment and so on. Suzhen Li (2012) took colleges and universities in Jiangxi Province as an example. She proposed the establishment of tutor training institution, tutor elimination system and periodic evaluation system to enhance the responsibility of tutors and quality of new and old mentor in all aspects. What’s more, Sumei Wang (2012) strengthened the construction of the tutor team, the improvement of curriculum system and the quality of thesis to discuss the guarantee and improvement of the quality in graduate education. Chen Fang (2012) put forward in the thesis for master degree that it is very important to pay attention to the function of students in the evaluation, so all staff of colleges and universities should participate in the evaluation. The thesis suggested the establishment of intermediary agency with auditing and supervision, attached great importance to the role of re-evaluation. She also constructed the quality evaluation model of graduate education whose main part based on College of our country, including the determination of evaluation objectives, the construction of evaluation mechanism, the design of evaluation index system and the arrangement of evaluation program. Especially the construction of “Taking Colleges and universities as the main body of the quality evaluation index system framework in graduate education” has a certain reference value.

From the above, the internal quality assurance methods in graduate education can be divided into basic elements, process elements, condition elements. The basic elements is composed of culture (quality culture, innovation culture, academic ethics), policy, institution, project etc.. Process elements contain enrollment, curriculum, scientific research, the thesis defense and so on. Conditional element includes tutor discipline, academic exchanges, etc.

2. The construction of internal quality assurance methods in graduate education

In terms of the entire process of graduate education, this research will separate graduate education into three links, recruitment, management and training, graduation. In the process of research, we also study internal quality assurance methods in graduate education from the three aspects.

(1) Input link

Input link refers to the preparation before the graduate education, including two dimensions: the graduate enrollment and hiring and management of tutors. Enrollment is the primary link affecting graduate education quality, specifically containing the way of enrollment, the quality of students and other indicators. Selection and management of tutors run through the entire process of the whole graduate training. It

can be further classified into tutor selection procedures, tutor selection standard, common management and requirements by schools etc.

(2) Training link

Training links is the core link and main part of graduate education. On the other hand, it is the most important aspects to measure internal quality in graduate education. It consists of the following seven dimensions: management factors, such as setting of training goal; tutor guidance, containing the attitude towards the students, supervision time and quality; curriculum, including curriculum structure and its content; mode of teaching, which is composed of teaching process, teaching management etc.; scientific research training, an important indicator to measure graduate education that can be further refined as the participation in subject, published papers and attendance of academic conferences; internationalization;

practice participation. Although not every practice needs to participate in professional practice, it is the realistic basis for academic research. Therefore, it also makes up for an important dimension of the internal quality in graduate education.

(3) Output link

There are two dimensions in output link: the graduation requirements and programs of students.

The basic requirements to apply for degree are publishing of academic papers and examination of opening report. Programs of Graduation can be divided into thesis writing, thesis review and thesis defense. In summary, the questionnaire starts from the input link, training link and output link. Then each link is refined to construct the basic model of questionnaire, which is as shown in figure 1.

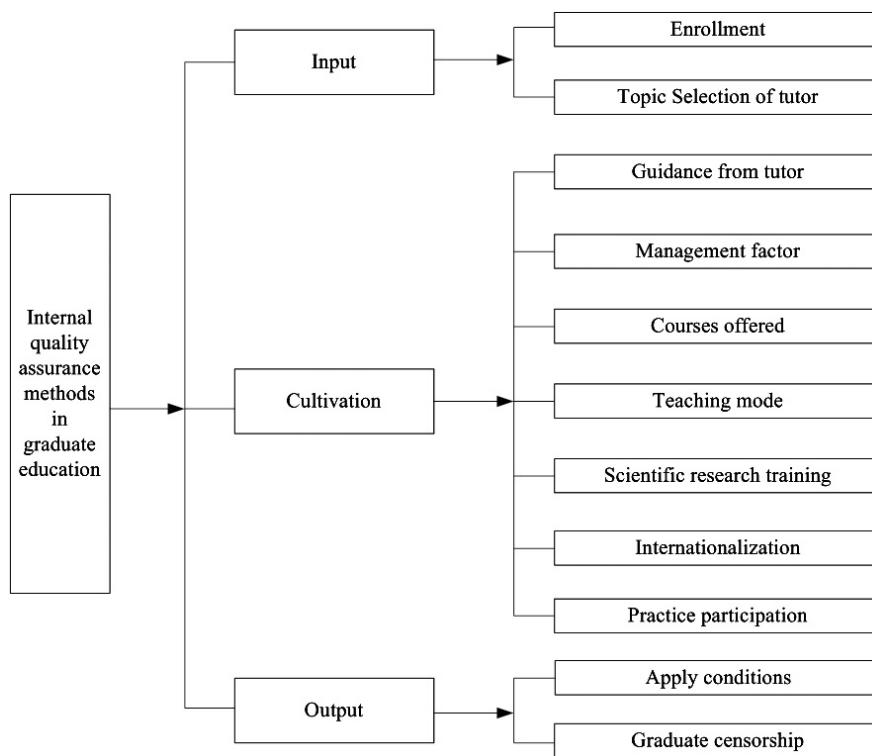


Fig.1 Internal quality assurance methods in graduate education

Questionnaire design and sample description

A. Questionnaire design

The questionnaire follows the principle of combining representativeness and comprehensiveness in the dimension of design and operation of index selection. It considers both the integrity of the internal quality in graduate education and complexity and diversity of factors affecting internal quality in graduate education. At the same time, during the process of questionnaire design the factors are indexing in the form of multiple-choice. On the other hand, some open questions are put in to investigate the ideas and views of postgraduates and tutors on factors affecting internal quality in graduate education. Those factors are integrity and difficult to quantify.

On the whole, the questionnaire contains three parts:

1. Background, mainly the basic situation of individuals investigated, such as profession, title, seniority, grade etc.
2. Main part, mainly through the issues put forward after indexing of the quality of input link, training link and output link.
3. Open questions. The purpose is to investigate contribution caused by factors difficult to quantify and index on internal quality in graduate education.

B. Sample description

The questionnaire used sampling survey. Colleges participating in this survey included Nanjing University, Nanjing Normal University, Nanjing University of Technology, Nanjing Forestry University, Nanjing University

of Science and Technology, Southeast University and Jiangsu University. There are school graduate students and doctoral students, as well as the master instructor and doctoral tutor. More than 2,400 copies of questionnaires were delivered and more than 2,000 copies were recovered, of which 1,552 valid questionnaires, including 329 copies of tutor, 1,231 copies of students. The total capacity of the sample was 1,560.

1. The situations of students investigated are as follows:

(1) According to the levels and types of students studying for a degree, the volume of doctor is 157 and the percentage is 12.8%. The sample size of master is 1,072 which accounts for 87.2%. (2) Considering the degree types, there are 983 students who pursue a degree for academic type, taking up for 79% and 248 people who pursue a professional degree, accounting for 20.1%. (3) In the survey, categories of subjects are: arts 283 people, having a percentage of 23%; science 180, accounting for 14.7%; engineering 651 people, occupying 53%; agricultural 56 people, accounting for 4.6%; medical 58 people, occupying 4.7%. (4) Distribution conditions of grades: the first grade 466 people, accounting for 38%; the second grade 405 people, having a proportion of 33%; the third grade 338 people, occupying 27.5%; the fourth grade 15 people, the percentage is 1.2%; the fifth grade and above 2 people, taking up for 0.2%.

2. The situations of tutors investigated are as follows:

(1) Considering the title of tutor, the number of professor, associate professor and lecturer is 122, 194 and 13 respectively. The percentages are 37%, 59% and 4%. (2) For identification of tutor, we can see tutor of doctoral students are 66 people, accounting for 20%; master's tutor are 263 people, taking up for 80%. (3) In the sample, the situation is: age 0-5 52 people, having a percentage of 15.8%; age 6-10 68 people, accounting for 20.7%; age 11-15 52 people, occupying 15.8%; age 16-20 54 people, having a percentage of 16.4%; more than 20 years old 103 people, accounting for 31.3%. (4) In the survey, subject categories are: arts 76 people, accounting for 23.1%; science 69, having a percentage of 21%; engineering 135 people, accounting for 41%; agricultural 4 people, occupying 1.2%; medical 54 people, accounting for 16.4%.

Result analysis of internal quality assurance system in

graduate education

A. Analyzing of the satisfaction of enrollment link of internal quality in graduate education

Making enrollment as the input link, this research mainly carries on the analysis from the indicators of enrollment ways and enrollment sources. The evaluation of satisfaction is shown in table 1. From the angle of enrollment way, the average of postgraduates' satisfaction with current enrollment is $E=2.52$, which means that the views of respondents are consistent. The variance $D=0.555$ also shows that the satisfaction of respondents with current enrollment is relatively consistent. Opinions are relatively concentrated and dispersion is small. But in terms of percentage, selection of general and higher percentage is 49.2% and 39.8%. The cumulative percentage is 89% which further verifies the satisfaction of respondents with current enrollment is between the general and the higher level. Thus, it explains that the current postgraduate enrollment mode contributes to the improvement of quality in graduate education in general. But there is still some room to improve and enhance. Compared with the master, survey of doctoral students showed higher dispersion. The variance $D=0.627$ is higher than that of the satisfaction of enrollment way but indicates the concentration on opinions as a whole. So opinions concentrated on the thought that the necessity of PhD application system is higher or general, having a cumulative percentage of 81.5%. From the angle of enrollment sources, students of same disciplines also have the similar situation in promoting the graduate. The average of satisfaction is $E=2.51$ which means that the views of respondents are consistent. The variance $D=0.647$ also shows that the satisfaction of respondents with current enrollment is relatively consistent. Opinions are relatively concentrated and dispersion is small. However, the proportion of interdisciplinary students shows a higher dispersion which means different respondents have different views on this problem. The variance $D=1.252$ indicates that opinions of respondents have great differences on this problem. The average $E=3.20$ that tends to the median further shows the respondents' views on various options are relatively average, but has not formed a consistent identity.

Table 1 Satisfaction analysis of enrolling link of internal quality in graduate education

Enrollment factors	Direction	Average	Variance
Enrollment modes	Postgraduates students	2.52	0.555
	Doctoral students	2.01	0.627
Enrollment Sources	Identical discipline	2.51	0.647
	Interdiscipline	3.20	1.252

B. Analysis of satisfaction on the cultivation and management link of Internal quality in graduate education

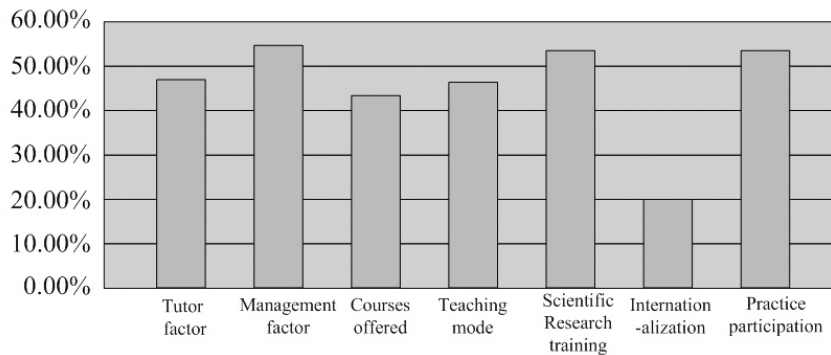


Fig.2 Satisfaction analysis of cultivation and management link of

internal quality in graduate education

As shown in Figure 2, the tutor is considered to be the first factor influencing the quality in graduate education. The students' satisfaction of tutor is only 47.5%. The mainly existing problems are: ratio of tutors participating in training is not high; the percentage of participation in guidance communication every two weeks is only 42.8%. Considerable number of students can only see the tutor once a semester or even a year. In the way of guidance, mentoring is still the main form. Team guidance ratio is only 35.9%.

Management is an important driving force to improve the quality in graduate education. In the study of index, satisfaction of management factors is relatively high. We have the percentage of 63.5% showing definition on the policy orientation of graduate education in accuracy. The elimination system which we generally find difficult to implement is accidentally got nearly 75% of the support of teachers and students. On the contrary, the satisfaction of current management is only 30.4%. This reflects that in our system there are some problems in the implementation level.

The curriculum questionnaire is aimed at the statistics of elective course proportion and frontier curriculum ratio. The results reflect that only about 45% of students support the rationality of curriculum. The problem are mainly basis on the elective course proportion, frontier curriculum, curriculum strength and the rationality link up of undergraduate, master and PHD courses etc.. This shows that the current graduate courses urgently need to reform so that it will meet the needs of students for the pursuit of knowledge.

The overall satisfaction of students with the teaching mode is about 48%. In addition to the lower rate of satisfaction with traditional teaching form, students generally think that the current mode of teaching evaluation is not reasonable and participation in class is not high. Even a part of students point out that teacher's performances in the teaching process is not professional.

Graduate students' satisfaction with participation in scientific research training is general. Though participation

degree of subject reaches 69.6%, only 40.4% of the students have more opportunities on academic exchange. The percentage of having opportunities to declare alone subjects has not reached 20%, reflecting that in our current graduate education we can often see the phenomenon "making use of people" instead of "educating people".

Internationalization gets the lowest score of all the indexes, whether adapting foreign textbooks or bilingual teaching. Adding to the low percentage of overseas experience mentors have, it is a very arduous task to upgrade the level of internationalization and reduce the international gap.

Statistics on the practice show half of the students think the practice course should be strengthened. As high as 58.7% graduate students feel that they have few opportunities to practice. Now that practice education has become a short board affecting the internal quality in graduate education.

All statistical results indicate that our internal quality in graduate education is not optimistic.

C. The analysis of the existing problems of internal quality in graduate education

In the third part of the questionnaire, there are two open questions: what do you think is the biggest problem currently affecting internal quality in graduate education and how to improve the internal quality in graduate education.

In the 1231 questionnaires received from students, 76% of students have answered open questions, of which 60% of the students have both answered two questions, 27% of the students have answered the first question and 13% of the students have only answered the second question. In the 329 questionnaires received from tutors, 69% have answered open questions, including 74% tutors who have answered both questions, 17% tutors that only have answered the first question and 9% tutors who have only answered the second question.

Through the sort, statistics and analysis of open questions in the investigation, it is not difficult to see the following existing problems of internal quality in graduate

education in Jiangsu Province: student selection, tutor selection, organization and methods of curriculum teaching, methods of research guidance, management of process assessment, scholarship management and degree granting management etc.

Firstly, high concentration and management of the postgraduate enrollment system has gone against the innovative personnel selection. 23% of the students consider that there are many problems in the selection of students caused by the simplification and the sharp changed number of enrollment. The current system and mode of postgraduate enrollment could not select the high qualified people with abilities of creation and the innovation spirit of practice. In a certain degree, although the examination performance will reflect understanding of the basic knowledge of the students, it is not able to reflect the true level of the students totally. Since 2000, in terms of doctor and postgraduate enrollment, the number of enrollment in our province approximately increased by 30% every year. At present, the admission proportion of doctors and postgraduates in colleges is 1.5:1, and some majors even up to 1:1. Such admission rate will inevitably expose some problems. It could not well reflect the principle of admitting the best student, ensuring the quality and preferring quality to quantity. In addition, in the current doctoral and master enrollment work in Jiangsu province, universities primarily determine and arrange proposition of the entrance exam by themselves. Criteria and standards of proposition in the selection are not unified. Adding to the unfair competition and the common phenomenon "inbreeding coefficient" in student selection, these problems fundamentally restricted the development of doctor and postgraduates in Jiangsu province.

Secondly, the construction and improvement of the postgraduate tutor team is hysteretic, which makes against to the advancement of internal quality in graduate education of our province. According to the students in the survey, 21% of them think have the viewpoint that the significant problems of the internal quality in graduate education are caused by the rapid expansion of student's number and the number of tutor is out of proportion. With the development of the increasing number of the postgraduate students, although the government and the postgraduate culturing institutions are always attaching importance to the construction of the postgraduate tutor team, the relatively hysteretic construction and improvement of the postgraduate tutor team produce many new problems to the advancement of internal quality in graduate education. There is a disaccording phenomenon in the selection standard of the tutors. According to the tutors in the survey, most of them have the opinion that the significant selection standard of tutor is base on the rigorous attitude of scholarship and certified title. The corresponding moral cultivation, the professional knowledge and the research project are also related to the significant selection standard. In

Jiangsu Province, the main standard of tutor selection is certified title, and the lowest condition of application is at least the professor or associate professor. Teachers are always used to regarding the certified title as the main standard and put the attitude of scholarship and research project in the secondary place. Consequently, this standard builds up an impediment in the development to a batch of young and promising teachers and they have large difficulties to be employed as tutors. On the viewpoints of the whole scale of postgraduate tutors, the number of them is too smaller to afford the increasing number of postgraduate students, which lead to the result that the pressure of tutors is becoming intense because of that one single tutor should guide more students. It will lead to a series of negative consequences such as the tutors will be so lack of energy that they could not offer a good guidance of teaching and research. It will also result in academic misconduct of the postgraduate students because of the lack of supervisor in both academic behavior and morality. Therefore, one of the key measures to advance the internal quality in graduate education is to accelerate the construction of the tutor team and to enhance the tutors' quality and ability of business.

Thirdly, the teaching mode of the postgraduate courses is lack of innovation. On the view of frontier of the courses, 46% of the postgraduate students think that the frontier of the courses is just average, and 31.7% of them think the courses has a litter strong frontier, while only 6.5% of them think the frontier is very strong. On the view of amount of the courses, 58% of the students think that the amount is average, and 30% of them think it is a litter larger, while 12% of them think the amount is very large. On the view of structure of the courses, 51% of the students think that the structure is average, and 32% of them think it is a litter wider, while 17% of them think the structure is very large. In general, the postgraduate students think the courses are lack of amount, frontier and width of structure. Moreover, the target of postgraduate cultivation is too single and the professional cultivation is too "academic". Jiangsu Province is always setting the target to culturing the postgraduate students as research people, while this target has cultured a large number of research people for Jiangsu Province and has made many contributions to the research field of Jiangsu Province and our nation. However, this target has also caused a series of problems to the development of Jiangsu Province and the employment of postgraduate students. The lack of layering of the target of postgraduate education has caused that the universities have focus on both culturing high quality research people and thinking the employment problems of postgraduate students. This leads to the result that both aspects are lost. There are also problems that are the average level of teaching and the singleness of teaching form. According to the survey data, 69% of the doctoral students think that the teachers' teaching level is average, and 28% of them think it is high, while 3% of

them think the level is low.

Fourthly, the internal quality assurance methods in graduate education are not perfect and it is lack of a valid method of quality supervision. In the investigation, it's not difficult to observe that, the target of postgraduate education of every level or every category cultivation institution is based on the same method of quality standard. Furthermore, the ways of discipline evaluation and the system of standards of every discipline are also mostly the same, and the diversities between different disciplines are not obvious, and it is not beneficial to cultivating persons with diversification. The main feature of internal quality assurance methods in graduate education is taken the insurance of education quality from government as the principal part, while the authorities of social medium organization and the universities are restrict. It is unable to arouse the enthusiasm of the society and the cultivation institutions. The principal part of the quality insurance is too single to fulfill the different requirements of the society better. In addition, the internal quality assurance methods in graduate education are lack of the mechanism of Supervision and constrain. The evaluation shows out obvious arbitrariness and monopoly, and it also has closure. The standard of the quality in graduate education is still very low and the examining is almost going to formalism. Although the elimination system, the graduation examination system and the mid-term examination system have been implemented in each university, the standard of examination is so low to that any average student could pass them. From now on, the internal quality assurance methods in graduate education are limited in formalism, and the students get in rigorous but go out easily.

Countermeasures and suggestion of improvement on internal quality assurance methods in graduate education

This literature is drafted to explore the specific methods of internal quality assurance methods in graduate education from the following five aspects according to the problems coming from the questionnaire.

Firstly, the idea of "elective preference" should be established and carried out, and the function of selective preference institution should be improved too in the construction of the platform. We should avoid the phenomenon of high scores and low abilities and ensure to make more students with high quality which include innovation, high specialized skills and practical abilities stand out. The process of the postgraduate re-examinations must be standardized, and the standard of personnel selection must be formulated scientifically. The mode of admission of postgraduate should be base on the tests of General ability rather than the "score oriented" mode. The ability of scientific research of academic postgraduate student should be emphasized while the academic development potential of them should be assessed. On the other hand, the abilities of the students who want to get the professional degree should

be assessed on the aspect of practical operation and ability. Furthermore, the enrollment mechanism of doctoral student should be innovated and reformed. The "application system" should be used in the Open recruitment of doctoral student. We should make the construction of process of investigation and admission open and transparent according to the applicant's document which can prove their ability of study, the level of their knowledge and the Research potential of them. The rigorous accountability system should be set up while the school, the faculty and the tutors should understand their authority and responsibility clearly in the Doctoral admission.

Secondly, the construction of tutor team should be strengthened and the form of cultivation of postgraduates should be reformed. The thought that the tutor is the first responsible person of the cultivation of postgraduates should be explicit. The standardization construction of postgraduates tutor team should be advanced constantly. By means of increasing the intensity of tutor training, we will establish the files of tutor guidance and implement the annual audit of Enrollment qualification. The tutors' consciousness of post should be consolidated. In order to strengthen the construction of tutor team, we should build a system of dynamic tutor selection and break up the lifelong system of tutor. For the sake of adapting to the development of modern science, the mode of guidance of postgraduates should be reformed. The traditional single guidance mode (the mentoring mode) should be changed and reformed. The cultivation mode of tutor-responsibility and the team-guidance system should be vigorously promoted in the education of postgraduates. By making the full use of external resource and expanding the proportion of part-time tutor, the system of the rational flow between the university and the enterprise will be established.

Thirdly, on the aspect of teaching evaluation, the institution of supervision and evaluation should be improved and the supervision should be implemented in the whole process. Set up the Educational supervision system of postgraduate education. We should make a specialized supervision system which is consists of the responsible person of relevant functional department and the team of experts with plentiful experiences of teaching and management, high scientific attainments, strong sense of responsibility and high prestige. The work of supervision should be carried out regular or irregular according to the actual situation of each work unit. When carrying out the evaluation of graduate internal quality education, the degree conferring institutions should strengthen the construction of self-discipline system from the aspects of cultivation system, management system and supervision system and they should conduct the internal graduate education evaluation which has the important content of the execution of the system, the satisfaction of students and the involvement of tutor. The degree conferring institutions will realize the self improvement and self

advancement by self evaluation. They should improve the system of graduate degree awarding, further revise and detail the standards of degree awarding. They also should control the specifications of degree correctly according to the field of the discipline and the type of the degree. In order to implement the system of elimination in the process of postgraduate cultivation, we should set up the elimination mechanism of postgraduate cultivation, and reform the mechanism of mid-term examination.

Fourthly, on the hand of cultivation plan, we should formulate a scientific and equitable releasing mechanism and evaluating method of the cultivation plan of postgraduate. Define the idea of education and establish a scientific and equitable system of the high-caliber personnel's classified training. Speed up the construction of discipline platform and improve the mechanism which is deeply combined by personnel cultivation and scientific research with the link of discipline. Build up the correct consciousness of postgraduate cultivation and establish the scientific mechanism of the postgraduate education funds allocation. Improve announce of mechanism and the method of evaluation of postgraduate cultivation plan, and take efforts to form postgraduate cultivation plan, which is able to suit the basic requirement of national economic social development has on the gage and the quality of postgraduate cultivation, which can reflect the complete knowledge hierarchy and the requirement on ability and quality of the Discipline, which can reflect the advantages and characteristic of the cultivation institution. Deepen the reform of the mode of postgraduate education, and strengthen the construction of the curriculum system of postgraduate. Advance the Academic literacy of the postgraduate students, and strengthen the training of practice ability. Explore the mode of professional degree postgraduate. Raise the depth and width of production-teaching-research, and culture the high-level applied talents in the collaborative innovation. Strengthen the international communication and cooperation of postgraduate education, and make the opening to the outside world be the important way of advancing the internal quality of postgraduate education.

Fifthly, set up a professional guidance institution on the insurance system, and deepen the reform of the internal quality method of postgraduate education. The internal quality

method of postgraduate education is a systematic project which is strongly related to the sound development of postgraduate education. Each cultivation institution should take the responsibilities of every grade, make checks at every level, and pay high attention to the comprehensiveness, the whole personnel and the whole process of the quality assurance of graduate education. We should establish a multiparty participated steering committee of relevant profession, detail the gage of the quality of personnel training, speed up the information construction of postgraduate education and management, and constantly advance the efficiency and the level of postgraduate education. Pay attention to the construction of the team of postgraduate education and management, and make the guidance thought of getting effectiveness and quality from management clearly. Strengthen the construction of the "soft environment" of postgraduate cultivation, build up a cultural environment and an academic ambience which is in favor of cultivating the innovation ability of postgraduate students. Vigorously support the postgraduate students to participate in the science and technology competitions and the Technical Ability competition. Formulate the system of study-style construction, and constantly carry out the education of academic morality.

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Non-Monetary Incentive (NMI) as a Motivating Factor to Improve Job Performance in the Ghanaian Construction Industry - A Case of Justmoh Construction Limited

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Abstract: The study examined the use of non-monetary incentives as a motivating tool to influence job performance and to indicate the different employee attitudes towards job performance and non-monetary incentives based on some demographical variables. The study used survey questionnaire to collect data from workers in the Justmoh Construction Limited. The data collected from the study was analysed using statistical techniques in SPSS 20.0. The study revealed that the non-monetary factors that motivate workers at Justmoh Construction Limited (JCL) were: recognition, training, participation in goal setting, interesting work, job security, open communication, promotion, good working condition, pension benefits and health insurance. The study revealed significant difference between gender and non-monetary factors ($\rho=0.678$, $p<0.01$) as well as employee level and non-monetary factors ($\rho=0.926$, $p<0.01$) that influence their job performance. The findings revealed recognition and training as the most important factors that influence job performance. The findings revealed pension benefits and health insurance as less important factors that influence job performance. The study recommends future planning and recruitment is strategized to incorporate non-monetary incentives.

Key words: non-monetary rewards, employee motivation, job performance

1 Introduction

One of the greatest assets in any organisation is the human capital (Merchant & Stede, 2012; Ray et al. 2013). Thus managing the human resources in an organisation is an essential process of increasing companies' effectiveness and efficiency (Khan et al. 2013; Stredwick, 2000). The importance of motivating employees at the workplace has become an obvious standard in many organisations (Ray et al. 2013). Although, many theories have been developed and plenty of research has been conducted, factors that motivate people to perform well at work are still a controversial topic (Ray et al. 2013; Reiss, 2012). (Ellis & Pennington . 2004) has discussed extensively the forms of incentives. One way to motivate employees is through the use of non-monetary incentives (Nakamura, 2011). The use of non-monetary incentive is a cost saving way to motivate employee towards job performance (Khan et al. 2013). Non-monetary reward is viewed as a non-cash award given to employees to motivate them to perform well. For instance recognition, training and development, promotion, good working conditions, participating in goal setting and flexibility of working hours some forms of non-monetary incentives used to stimulate high

level of performance (Judge et al. 2012). Non-monetary rewards are regarded as cost effective ways to compensate employees, thereby, attracting, motivating and retaining employees (Reiss, 2012; Judge et al. 2010). Non-monetary became important after the period of the financial crises that confronted the world economic system (World Bank, 2012). In Ghana there are a lot of strikes at work places and it is asserted that some of these strikes are due to non motivation among workers. Non-monetary rewards provide a strong sense of security and stability of employment for the employees. When employees come to know that their positions (or job) are secure and stable, they work hard to get more recognition and respect. In this way, they are motivated and inspired entirely by their inner self. The organizational performance can be raised to the highest level by offering non-monetary rewards to the workers (Khan et al. 2013). This research therefore seeks to evaluate how non-monetary incentives influence job performance by motivating workers in the Ghanaian construction industry. Despite this significant attachment to non-monetary rewards, several published articles reviewed have concentrated on monetary incentives and its impact on employee motivation. This study is important as its attempts to fill the gap in literature on the

effects of non-monetary rewards on employees' motivation to achieve job performance. This information may be useful especially for financial analyst and accountants who design incentive system and budgeting may include less-costly and efficient methods to motivate employees to enhance job performance.

The general objective of the study is to evaluate the effect of non-monetary incentives on job performance in a civil construction industry in Ghana.

The specific objectives:

I. Identifying non-monetary factors that motivate workers to perform well

II. Evaluate the effect of non-monetary rewards on employee based on employee gender

III. Evaluate the effect of non-monetary rewards on employee based on employee professional level

Research questions

1. Which non-monetary factors motivate workers to perform well?

2. What is the effect of non-monetary rewards on job performance based on employee gender?

3. What is the effect of non-monetary rewards on job performance based on employee professional level

2 Literature review

2.1 Definition of Employee Motivation

Many contemporary authors have defined the concept of employee motivation as a factor (s) that causes an employee to pursue work task (Lindner, 1998). Motivation has been defined as: the psychological process that causes an employee to act in a certain way (Kovach, 1995; Skinner, 1953; Tremblay et al. 2009). Other authors defined employee motivation as the inner force that drives individuals to accomplish personal and organisational goals (Prendergast, 2008; Reiss, 2012).

2.2 Theories of Motivation

Concept of Employee motivation

The subject of motivation has been present in the literature from the early beginning of 20th Century (Lindner, 1998; Luthans, 1998). This was because the starting point in the creation of motivation within the employees is based in the needs of the individuals (Kinner & Sutherland, 2000). Although, many theories have been developed and a plenty of research has been conducted, factors that motivates people to perform well at work are still a controversial topic (Ray et al. 2013; Reiss, 2012). The originators of motivation theories that have led to our understanding of motivation are Maslow's need-hierarchy theory, Herzberg's two-factor theory, Vroom's expectancy theory, Adams' equity theory, and Skinner's reinforcement theory.

According to Maslow, employees have five levels of needs (Kovach, 1980): physiological, safety, social, ego, and self-actualizing. Maslow argued that lower level needs had to be satisfied before the next higher level need would motivate employees. Herzberg's work categorized motivation into two

factors: motivators and hygiene (Merchant & Stede, 2012). Motivator or intrinsic factors, such as achievement and recognition, produce job satisfaction. Hygiene or extrinsic factors, such as pay and job security, produce job dissatisfaction (Luthans & Stajkovic, 2000; Nass, 2000).

Expectancy theory was developed by Vroom (Vroom, 1964). Vroom's theory is based on the belief that employee effort will lead to performance and performance will lead to rewards (Vroom, 1964). Rewards may be either positive or negative. The more positive the reward the more likely the employee will be highly motivated. Conversely, the more negative the reward the less likely the employee will be motivated (Reiss, 2012).

Equity theory was developed by Adams. Adams' theory states that employees strive for equity between themselves and other workers. Equity is achieved when the ratio of employee outcomes over inputs is equal to other employee outcomes over inputs (Adams, 1965).

Skinner's theory simply states those employees' behaviors that lead to positive outcomes will be repeated and behaviors that lead to negative outcomes will not be repeated (Skinner, 1953). Managers should positively reinforce employee behaviors that lead to positive outcomes. Managers should negatively reinforce employee behavior that leads to negative outcomes (Kyndt et al. 2009).

Methods of Motivation

Motivation, as a concept, can be divided into two primary methods namely an intrinsic or extrinsic motivation (Lu, 1999; Merchant & Stede, 2012). The intrinsic motivation comes from inside the employee and is without any obvious external incentives. An intrinsic motivation regards the work itself and motivation comes from satisfaction from the actualization of the work procedure (Lu, 1999; Lim et al. 2008). The intrinsic reward is based in the work and how the work procedure and its content are laid out. Intrinsic motivation is often more effective but harder to facilitate. An extrinsic motivation, on the other hand, is the external motivation that is triggered by influences from the outside the employee (Nakamura, 2011). In order to stimulate an extrinsic motivation within the employee the employer can use external rewards and incentives (Lim et al. 2008).

(Armstrong et al. 2010) suggested rewarding do not attract value to the employee but also add value to the people. Reiss (2012) categories rewards as intrinsic and extrinsic.

According to Reiss (2012) an extrinsic reward is outcomes supplied by the organisation, and includes salary, status, job security and fringe benefits. One can compare these rewards to the job context items that Herzberg called hygiene factors. According to Luthans (1998) an alternative typology for organisational rewards is the distinction between extrinsic and intrinsic rewards. Financial, material and social rewards qualify as extrinsic rewards because they come from the environment.

Intrinsic rewards are described as personally satisfying outcomes, and they include feelings of achievement and personal growth (Reiss, 2012). According to Luthans (1998) psychic rewards are intrinsic rewards because they are

self-granted. Intrinsic rewards are the job inherent, intangible, non-financial rewards included in the job itself such as job task, challenges and interesting job and training possibilities offered to the employees. Nass (2000) noted that praising and recognition are the most efficient intrinsic rewards an employee wants to hear as employees want to feel that they are making a contribution at their workplaces.

2.3 Non-Monetary Incentives

Every organisation needs motivated employees and motivation is an important aspect of human resource management (Merchant & Stede, 2012). What is clear in literature is the complex nature of human behaviour (Luthans, 1998; Ray et al. 2012); however, what is unclear is the understanding and application of motivation by managers of companies due to the various motivation theories available (Ray et al. 2013; Reiss, 2012).

Non-monetary rewards are more varied and unique than monetary rewards and offer major advantages. They help meet employees' needs for recognition, growth and responsibility and most can be relatively inexpensive (Freeman, 2004; Judges et al. 2010). In the organisation, non-monetary rewards range from small merchandise rewards to certificates of appreciation (Reiss, 2012).

Non-monetary rewards play an important role in the perception of the employee regarding workplace incentives (Bu & Mckeen, 2001; Khan et al. 2013). When organizations pay attention to non-monetary tools such as training, recognitions, participating in goal setting, good working conditions, pension benefits and health insurance, the employee may perceive the organization as a supporting and caring organization. Rewards are important factors that explain certain job aspects that contribute significantly to the organization (Reiss, 2012).

Recognition is the most common and powerful tool that is being used in the organization to enhance employee performance. Employees take recognition as part of their feelings of value and appreciation and as a result it increases employees' morale, which eventually increases efficiency of organizations. According to Sun (2013) recognition is most effective when they are used frequently to make employees feel valued. Sun (2013) stated that recognition must be specific, and must be timely (i.e. take place shortly after the employee action that deserves recognition occurs). Deeprose (1994) argues that recognition has a significant impact on employees' motivation and productivity

Employee training is relevant to the effective use of human resources, because it is one of the experience, creativity and other productive enhancing attitudes that are embedded in a person (Oldham & Hackman, 2010; Reiss, 2012). According to (Ray et al. 2013) employees are crucial and expensive resources and in order to sustain economic and effective performance it is important to optimize the contribution of employees to the aims and goals of the organization. Employee training has the potential to increase the confidence, motivation and commitment; provide recognition, enhanced responsibility, and the possibility of

increase pay and promotion; gives job satisfaction and improve the availability and quality of the employee (Tan et al, 2004; Tausif, 2012).

Lu (1999) said both employees and employers place great deal of significance on company sponsored health insurance benefits. Employer sponsored program provide employees the financial means to afford expensive health care service. Health insurance coverage varies by size, industry, group and union presence. Most large companies are more likely to offer health benefits than smaller companies. A healthier workforce should experience a lower incidence of sickness absenteeism. By keeping absenteeism in check, overall productivity and product or service quality goes high

Pension benefits (Social security) is a system by which members of a society pay money unto a common fund form which payment are made to individuals in times of unemployment, illness and old age. Basically the sum of employee's contribution and that of the employer and known to enhance performance.

2.4 Empirical studies

Literature suggests that relationship between non-monetary incentives and employees job performance has empirically been proven. Non-monetary factors such recognition according Lewis (2013) was ranked to be an effective way of motivating employee behavior in the organization. A study Aktar et al. (2012) confirmed recognition and other non-monetary rewards such as training opportunities, challenging work and career advancement as effective tools in motivating workers that results in an increase in job performance. Agwu (2013) assessed the impact of the incentives such as non-monetary rewards on employees' job performance in a Nigerian oil company and found incentives to significantly influenced employee job performance. Erbas & Arat, (2012) also found combine effect of non-monetary and monetary rewards as an added advantage to increase in job performance in the food industry when the authors investigated examined the impact of monetary and non-monetary rewards in the central Anatolian region in Turkey.

Few studies ranked the importance of motivating factors using employees response (Lindner, 1998; Sonawane, 2008) and compared employee motivation using demographics such as cultural background, age groups, gender, levels of organization and working experience (Bu & Mckeen, 2001). Their results showed that motivating factors vary among different employees based on their demography. Lindner (1998) showed that motivation factors such as working completion, reorganization, working progression, working characteristic, opportunity, responsibility, management policy, supervision, relationship with their superior, relationship with co-worker, working position, working stability, safety, privacy, working conditions, and payment to influence job performance. Kinnear & Sutherland, (2000) also showed motivating factors such as interesting work, full appreciation of work done and feeling of being well informed higher rating in employee motivation.

Another study by Harunavamwe & Kanengoni (2013) found significant relationship effect of non-monetary rewards on lower-level employee motivation and no significant relationship between monetary rewards and motivation among lower level Employees in Selected Retail Shops. Robbins et al, (2003) and Odendal et al, (2003) linked low-level jobs to characteristics such as jobs with low entry, low skill requirements and no chance for upward mobility while employees with professional qualification and specializations as high level employees. For instance, non-professionals are categorised as lower level employees with no managerial skills and those with managerial skills or better education background with specialization are termed professionals (Hellriegel, 2004). In the civil and building industry non-professionals include heavy duty machine operators, process controllers, and technicians, drivers, labourers and cleaners. Professionals or high level employee include, engineers, management board or similar. Odendal et al, (2003) suggested that low level employees are have a low educational background and are regarded as non-professionals and those with high educational background are termed professionals. According to Odendal et al, (2003) non-professionals are relegated to jobs that pay levels

are little above minimum wage whilst professionals income level is high. Robbins et al, (2003) and Odendal et al, (2003) further categories low level employees with higher skills but due to discrimination of geographic isolation from ethnic minorities, immigrant groups, female, or economically depressed areas are placed there. However, these employees need motivation to ensure job performance.

2.5 Conceptual framework for the study

The conceptual framework to evaluate job performance would be derived from combinations of factors. The framework for analysing job performance has two main components. The demographic aspect such as employee age, education, gender, marital status, and work experience and employee level in the organisation. The study seeks to determine if an employee gender and level in the organisation can influence job performance by using non-monetary motivating factors as shown in Figure 1. The framework combine demographic factors and non-monetary motivational factors to determine whether there exist come form of interaction within or between them.

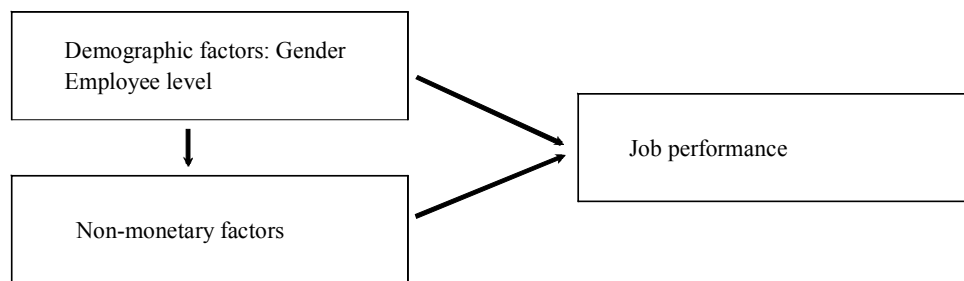


Figure 1 Conceptual framework for assessing job performance

Research Hypotheses

Major hypothesis: Non-monetary rewards have a positive effect on job performance based on employee gender and employee level

Minor Hypotheses

Hypothesis 1: there is a significant relationship between non-monetary incentives and job performance based on employees' gender

Hypothesis 2: there is a significant relationship between non-monetary incentives and job performance based on employees' level in the organisation

3. Research methodology

The approach for this study was survey method with the aid of close ended questionnaires to be ranked by respondents in order of priority. Both primary and secondary data were used in the study. Primary data were collected through questionnaires. Simple random method of sampling was adopted in this study to gather data. Workers were grouped into two parts thus, based on their professional background (i. e. professional workers and non-professional), and gender. The unit of analysis was based on gender (male and female) and professional background in the organisation.

Non-professional includes lower level of employees whose work fall under labourers, artisan and administrative staffs and poses up to a diploma certificate Professional staff include higher employee level or specialized staff such as engineers, board members and top managements whose educational background is at least a bachelor's degrees and higher.

Questionnaire contexts were taken based on extensive literature review by Al-Nsour (2012). Specific questions that determined non-monetary incentives and level of motivations were measured. The first question was dealing with non-monetary rewards, respondents were asked to evaluate how likely they were inspired to perform their best when they receive rewards such as recognition, promotion, pension benefits, training, job security and Health insurance benefits. The second question then examined the employees' level of motivation taking into consideration (Herzberg, 1957)'s tangible measures of motivation ranging from, interesting job, participation in goal setting, Good working conditions and open communication. The structured questionnaire used a five-point Likert-type scale ranging from 'Strongly disagree' (1) to 'Strongly agree' (5) and gathered data on the possible influence of the independent variables on job performance.

The questionnaire was pre-tested and edited before

finally administered. And the mean of each factor was taken to rank in order of priorities. The population was workers of Justmoh Construction Limited, Ghana with a total size of 300 workers. However, 102 workers were sampled based Crowell’s sampling technique assuming a error margin of 8%. Even though 102 students were targeted as the sample size, only a total of 90 questionnaires were completed and received from the respondents. This represents 88% response rate.

Then, SPSS software was used to analyse the collected data and perform statistical analysis based on mean ranking. The study also used Spearman’s rho to test the correlation and verify the relationship between overall ranks given by gender and employees level at 90% confidence level.

4. Results

The full profile of the respondents is presented in Table

1. The characteristics include; gender, age, level of education and duration of service in the organisation. The descriptive statistics, the highest age frequency is for 26-30 years old age level with 35.6% followed by 31-35 years old level with 21.1% . These age brackets are considered the prime or youthful age. Also, 88.9% of participants are male and only 11.1% are female. Again, most of participants have experience ranging from 1-3 years with 37.8% , 4-6 years (22.2%) and 20% of participants have either worked with the company for more than 7 years and less than a year respectively. As constructions is labour intensive in developing countries, the respondents’ educational background shows that few of the specialized respondents have masters and bachelor degrees with majority of the respondents having senior high school certificate and diploma. The details are summarized in Table 1.

Table 1 Demographic characteristics of respondents

Demographic data	N=90	%	Demographic data	N=90	%
Gender			Education		
Male	80	88.9	Postgraduate	9	10.0
Female	10	11.1	Graduate	15	16.7
Age			Polytechnic	17	18.9
< 26	8	8.9	Technicians	21	23.3
26-30	32	35.6	SHS	28	31.1
31-35	19	21.1	Total	90	100.0
36-40	14	15.6	Work Experience		
> 40	17	18.9	< 1 year	18	20.0
Positions			1-3 years	34	37.8
Top Management	11	12.2	4-6 years	20	22.2
Board Member	4	4.4	> 7 years	18	20.0
Administrative Staff	15	16.7			
Engineer	8	8.9			
Artisan	38	42.2			
Labourer	14	15.6			

The analysis of non-monetary factors according to the gender is offered in Table 3. The findings of the study show that the overall ranks given by males and females, there are some differences in the order of factors. However, the Spearman’s rho was used to test the correlation and to check the relationship between overall ranks given by males and females indicated strong agreement between those groups (rho=0.678, p<0.01).

The most important motivating factor that was ranked first is recognition for both gender. The second most ranked is training for both male and female in the list. Job security appeared to be very crucial for males which were placed in

3rd position according to mean rank; however, female placed the same factor 4th position. On the 3rd position women placed good working conditions while men placed it less important at 9th ranking. Promotion was ranked 5th by males slightly higher than females who ranked 6th for the same factor. Interesting work was ranked 4th for males and but 8th for females. Males ranked slightly higher than females for factors such as Pension benefits and Open communication and participation in goal setting. Health insurance benefits and participation in goal setting were also ranked slightly higher by females than males.

Table 3 Mean ranks and overall positions in the ranking of non-motivation factors by gender

Factors	Male		Female	
	Mean	Ranking	Mean	Ranking
Non-monetary				
Recognition	3.85	1	3.81	1
Training	3.66	2	3.80	2
Promotion	3.08	5	2.90	6
Job security	3.44	4	3.43	3
Pension benefits	2.91	6	1.81	10
Health insurance benefits	1.85	10	2.91	5
Motivation level				
Open communication	2.74	7	2.72	9
Good working condition	2.22	9	3.10	4
Interesting work	3.46	3	2.73	8
Participation in goal setting	2.72	8	2.74	7

The descriptive statistics were employed to compare groups of participants categorise as non-professional and those who are professional. Two sets of overall ranks given by compared groups are similar to each other ($\rho=0.926$, $p<0, 01$). The comparison of mean ranks and overall places of particular factors are showed in Table 4. Even though, the disparities between two groups are very sharp, it can be observed that both group of staff ranked recognition and training among the 1st and 2nd motivating factors listed. Also, non-professionals staff ranked job security slightly higher at 3rd position and 4th position for professional staff while professionals' staff ranked interesting work higher than non-professional staff at 3rd position and 8th position for

non-professionals. Professional staff ranked Promotions at 5th position and non-professional ranked the same factor at 6th position.

Apparently, health insurance was ranked 5th position by non-professionals with pension benefits last at 10th position. Conversely, professional staff ranked pension benefits more important at 6th position non-professional saw it to be less important at 10th position. Good working condition and Participation in goal setting was more important and ranked higher by non-professionals than professional staff while open communication was less important and ranked less by non-professional.

Table 4 Mean ranks and overall positions in the ranking of non-motivation factors by professional background

Factors	Professional		Non professionals	
	Mean	Ranking	Mean	Ranking
Non-monetary				
Recognition	4.96	2	3.99	3
Training	4.87	5	3.79	5
Promotion	4.73	7	3.01	8
Job security	4.66	8	4.01	1
Pension benefits	3.10	9	3.86	4
Health insurance benefits	2.07	10	1.387	10
Motivation level				
Open communication	4.84	6	3.73	6
Good working condition	4.90	4	3.42	7

Interesting work	4.94	3	3.93	2
Participation in goal setting	4.98	1	2.87	9

5. Discussion

In fact Herzberg model of motivation pointed out that non-monetary factors can act as stimulate to motivation. This is supported by McClelland (1968) who argued that needs change over life as they are shaped by others' experience but this might be the case in workers in the constructions industry in Ghana. This could explain why recognition and employee training are the most important factors for constructions workers in Ghana. Essentially, people start their work career in Ghana with little experience and networking regardless of being high or low skilled employee. When they enter the workforce they want to be gain recognition and the first step to do this is to work hard and receive training and development in their firm. There is the widespread believe in Ghana and other sub-Sahara Africa countries that when you receive recognition and have upgrade your skills through training then you in the position to bargain for other motivating factors such as monetary. In Ghana, It is possible because the new pay salary structures are based on level of skill training, employee work load achieved through recognition and work experience. Since Training is less expensive when paid by the employer could explain why the recognition and training by employer is ranked as most important.

In the present study there were significant difference between male gender and female as well as professional and non-professional in their identification of non-monetary factors that influence their job performance.

From the findings shown, only employee recognition and training are the two most important motivation factors for workers from the construction industry in Ghana regardless of employee gender and employee level (i.e. professional or non-professional) as they ranked them first. The same factors were found the most important in the following research studies (Deeperi et al. 2010; Sun, 2013). Kovach (1995) in his research indicated Interesting work as the most important factor which seems to support the position of males. But in contrast, Interesting work seems to be the factor that is indicated as one of the most important for professionals and non-professionals alike. This is consistent with study by Zaman (2011) and Armstrong (2007) that employees do perform well when work is interesting because employees work even more for meaning in their lives when work is interesting. Where there is no interest in work, there is greater loss of loyalty and commitment. A factor such as open communication ranked 6th position by gender and employee level. Armstrong (2007) in his study indicated Job security the most important factor which seems to support the position of both gender as it ranked on mean rank of 3rd and 4th. On the contrary, job security seems to be most important for

non-professionals but not for professionals.

The results pension's benefits and health insurance seems to be among the last factors that motivate workers for both gender and employee level. This could be explained by the fact that employers are mandated by the laws of Ghana to pay a certain percentage of employees' social security as pension benefits. Also, the health insurance was less important per ranking due to the country's national health insurance that covers one's entire family. However, Good working condition and health insurance are seen as important by females in ranking.

The overall finding from this study is consistent with the findings of Saks (2006). Saks (2006) study was conducted across four economic sectors, retail trade, finance & banking, telecoms, and public hospitals from eight different European countries and found non-monetary factors as key in attracting and retaining employees.

Managerial Implications

Non-monetary factors are viewed to have deeper and long-term effect as they are highly visible and according to Jeffery (2002) have greater value as a trophy. The explanation is that employees enjoy telling their family and friends for instance about recognition and training they receive. For human resource managers of civil constructions firms have shown to be effective based on gender and employee level whether professional or non-professional. Human resource managers must consider non-monetary incentives such as recognition, training, promotion, participation in goal setting, and interesting work in conjunction with other incentives to attract, retain employers as well as improve the financial health of their organisations.

6. Conclusion

This study results suggest that the managers of organisations determine to what extent these non-monetary incentives influence employees to perform well. Therefore, it is required that employers determine the incentives the employees accepts and which factors do not serve for its purpose. The most appropriate non-monetary reward and motivation and system should consider satisfying needs of more than one class of employees. Management of firms should consider recognition and training of employees as key interest in arousing performance. Moreover, job security and good working conditions are of importance to employees in Ghana. Perhaps there should be also a great chance for promotion and interesting work. This might motivate employees to perform very well. Thus, future planning and recruitment strategies may focus on some these non-monetary factors in future job seekers. Future research should be established whether findings from this research would be

confirmed in other civil construction industry in order to make general conclusion.

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Research on the Planning Strategy of Green Space System in Zhuzhou: Based on Two Types Society Idea

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Abstract: Two types society idea is a core idea to guide urban sustainable development under the background of the increasing contradiction between resource-environment and population-economy. Urban green space system is an important carrier for realizing urban sustainable development from the ecological environment aspect. Through the analysis of relevance between two types society idea and urban green space system planning, the influences of the former on the latter have been get. Based on these influences, new ideas for urban green space system planning are discussed and unique planning strategies are proposed combined with the characteristics of present green space system in Zhuzhou, which will explore new ways for the sustainable development of the city

Key words: two types society idea, green space system, planning strategy

Introduction

Nowadays, the contradiction between resource-environment and population-economy is increasing acute, which hinders the sustainable development of the city seriously. Under this background, two types society idea has been proposed, which emphasizes that the sustainable development of the city can be achieved finally through the coordination of the relationships between the resource-environment and population-economy. From the ecological environment aspect, urban green space system is an important carrier for realizing of urban sustainable development. Therefore, this paper regards two types society idea as a planning idea put into urban green space system planning, to analyze the relevance between two types society idea and urban green space system planning, to propose unique planning strategies combined with the characteristics of present green space system in Zhuzhou, which will explore new ways for the sustainable development of the city

1. The Relevance Between Two Types Society Idea and Urban Green Space System Planning

1.1 Connotation of two types society idea

“Two types society” is resource conserving and environment friendly society which means a social formation with efficient use of resource and human and nature coexistence harmoniously. Idea is rational thinking mode, which reflects the essence of the objective facts. So, “Two types society” is thinking activity for realizing resource conserving and environment friendly.

Connotation of two types society idea contains three aspects. Firstly, human and nature, resource-environment and the society-economy are the footholds; secondly, efficient use of resource and human and nature coexistence harmoniously are cores, which means taking the minimum resource

consumption to obtain the maximum social and economic benefits, and taking the environmental bearing capacity as the foundation to develop the social economy; thirdly, the relationship between resource environment and social economy should be coordinated and finally urban sustainable development will be realized. It is not only to realize sustainable development of human consumption and production activities and natural ecological system, but also to realize sustainable development of economic society.

1.2 Relevance Between Two Types Society Idea and Urban Green Space System Planning

The main function of urban green space system is to maintain urban ecological balance, and to create a livable environment. So, the objects urban green space system planning refers to are also human and nature, city and environment and the ultimate goal is to realize the sustainable development of urban ecological environment, which is consistent with foothold objects of the two types society idea and the requirements of urban development. Therefore, it is reasonable to explore the new ways of urban green space system planning by using the core connotation of the two types society idea.

The contents of urban green space system planning are consists of structural layout, all kinds of green space planning, tree species planning and biological diversity planning, etc. The influences of two types society ideas on the contents of urban green space system planning are the following two aspects.

I. The influences on the spatial pattern of green space

Whether the urban development is ordered largely depends on the guiding role of the spatial pattern of green space. At present, the urban green space system planning is a special planning of the overall urban planning, passively

responding to urban development and focusing on the protection and utilization of the ecological resources of the central city but neglecting the use of ecological resources of the outer environment, which leads to increasingly deterioration of urban ecological environment. The core of two types society idea emphasizes ecology first and efficient use of resources, which put forward new requirements on the location of spatial pattern of urban green space in urban development and spatial integration of ecological resources

In the future development of the city, ecological priority should be oriented. According to the self growing requirements of the natural ecological system, urban ecological base is confirmed, and then the social and economic development is considered. For this, green space pattern should be put into the urban spatial pattern to optimize urban spatial pattern and limit unordered expansion of urban, which has enhanced the leading role of green space pattern to urban spatial development. On the spatial integration of ecological resources, it should balance urban and rural ecological resources and realize the efficient use of ecological resources in the rural and urban fringe zone, which requires that the forest, water, cultivated land, garden land, and so on of the rural and urban fringe zone be brought into the urban green space system, to ensure the continuity and integrity of the spatial pattern of urban and rural green space, to achieve a virtuous circle of urban and rural ecological environment, to increase urban environmental carrying capacity, and to help city establish a sustainable and stable natural ecological system.

II. The influences on function layout of green space

The function of urban green space system depends largely on whether the function layout of green space is scientific and reasonable. The two types social idea emphasizes that to gain maximum social and economic benefits with least resources and to achieve harmony between man and nature, which requires using the least green resources to achieve their maximum ecological, landscape, social functions and benefits., and requires the function layout of the green space combines with tourism resources, cultural heritage and other factors of city, to realize the combination of functions of green space, landscape, sightseeing and rest, economy and so on, to establish multi functional green space system to meet the needs of people, and finally to achieve the economical utilization of land resources

2. Characteristics of the Current Situation of Green Space System in Zhuzhou

2.1 Overview of Zhuzhou

Zhuzhou is located in the eastern part of Hunan Province, middle and lower reaches of Xiangjiang, which is a tributary of the Yangtze River. It belongs to subtropical monsoon humid climate. The terrain is high in the southeast, low in the northwest. narrow in west and east long in north and south. There are many types of landforms, such as flat, mount and hill, which makes it into typical hilly region. The region inside and outside the Built up area, are mainly

distributed by Fa Hualing, Nine Lang mountain, Stone mountain, Xuefeng mountain, Ling Po Xianling, Qu Chi mountain etc., and Xiangjiang is the backbone, five natural drainage flows to Xiangjiang from the East to the West, namely Fengxi port, Jianning port, Baishi, port, Tongtang Wan, Xiawan port.

Zhuzhou is not only an old industrial base of China, but also a new industrial city of Hunan Province. This city is with heavy chemical production, and serious resource consumption. Long-term industrial production leads to deep pollution of urban soil, water, air and so on. Under this background, on November 16, 2007, Zhuzhou was approved by the State Council as a comprehensive reform pilot area of the national resource conserving and environment friendly social construction, which brought opportunities and challenges for sustainable development of the city. At present, Zhuzhou is trying to build an “ecologically livable city with the characteristics of modern industrial civilization”.

2.2 Present Situation of Zhuzhou's Green Space System

As requirements of two type society idea and Zhuzhou



Picture 1 Present spatial pattern

itself to the quality of the urban environment, in recent years, Zhuzhou's green space construction has achieved great progress. This is because Zhuzhou has increased the protection of environment and corresponding investment. Currently, in the range of 500 k m², the urban green space system initially formed a spatial pattern of “mountain around, Xiangjiang River running through the city, four ports flowing into Xiangjiang, park green spaces dotted” (see Picture 1), reached a certain urban landscape effect of green space ecology. Until 2010, the total city built-up area of Zhuzhou is about 96.77k m²; population of built-up area is 92.11 million; The total area of Zhuzhou's green space is 32.88k m², where the park green space is 8.25 k m², production green is 0.24 k m², protective green is 1.67 k m², and attached green space is 22.72 k m². The green rate of green space index is 33.98%, the green coverage rate is 36.92%, the per capita green area of the park is 9 m², greenbelt area per capita is 35.70 m².

2.3 Present Situation of Green Space System in Zhuzhou

Zhuzhou is a city with a long industrial history in heavily chemical production, with the characteristics of superior location, serious industrial pollution, and unique cultural spirit etc., which has caused certain impact on urban green space system. Then, the existing problems of this city have certain characteristics as the following:

2.3.1 Ecological Space of Nature is Occupied and Destroyed, Affecting Urban Development

The overall ecological environment of Zhuzhou is good, but limited by the resources conditions, the restrictive factors for future development of this city has already appeared. The most typical problem is that the land in the urban built-up area is tension, the green space is short, large city park is serious lack, the fragmentation degree of landscape space is serious. So far, there are a few built large municipal parks, mostly of which was built in 1990s. Due to the lack of land, many of the parks are being replaced by other function land. What's more, the structural ecological green space of periphery of the urban is being constantly eroded. Industrial production is the center of city, in which the structural form of the inward is composed of a large number of large and small closed units which are basically in a

state of self development. However, with the expansion of the industrial group, the land is extremely scarce, the spatial pattern of the original group structure of the city is gradually broken, and the urban land among groups is occupied by the disorderly construction behavior. All of these cause river, water, wetlands, forests and other ecological space of nature being gradually occupied and destroyed and the original ecological landscape system being gradually dismembered and fragmentation during the city development, which affect the reasonable development of urban spatial structure seriously.

2.3.2 City is Cut Apart By Railway; Ecological Network Connectivity is Reduced

Zhuzhou is the largest transportation hub and the largest railway hub in South China. There are Beijing-zhuhai expressway, Shanghai-Ruili expressway, Beijing-Guangzhou railway, Zhejiang-Jiangxi railway, and Hunan-Guizhou railway run through the urban area, blocking the city into segmentation. Based on landscape ecology theory, the ecological corridor is a linear landscape element, which is not only an important channel of biological migration, but also has strong impact on the landscape ecological process, with the dual role of channel and barrier. Beijing-Guangzhou railway, Zhejiang-Jiangxi railway, and Hunan-Guizhou railway intersect in urban areas of Zhuzhou. Although green belt on both sides has the role of the corridor, it barriers the other corridor connectivity and lead the landscape ecological flow on two sides of the railway to run abnormally, which has caused a lot of negative impact on landscape pattern of the city, and damage to urban ecosystems. The ecological service function has been affected, which has hindered the sustainable

development of urban ecosystem.

2.3.3 Cultural Resources is Lack of Use; the Green Landscape is Lack of Characteristics

Zhuzhou is full of landscape resources and has unique geographical advantages, driven by which, industry of Zhuzhou develops rapidly and, also derived the unique spirit of the train head, industrial culture, and immigrant culture. However, it is lack of protection and excavation of urban mountain and water system, the natural characteristic and the protection of the industrial culture. To strengthen competitiveness of the image quality of the city, the industrial culture should be extended and its regional status should be highlighted. However, the urban green space landscape lacks characteristics and the lack use of existing industrial buildings and sites, and industrial elements etc. make the industrial city image be not fully displayed by the green landscape and the landscape window for external image shows be lack.

3 . Research on the Planning Strategy of Green Space System in Zhuzhou:Based on Two Types Society Idea

From the relevance analysis of two types society idea and urban green space system, it is known that two types society idea put forward new requirements for spatial structure and function layout of urban green space system planning. For the problems green space system planning of Zhuzhou has faced, and in order to achieve the sustainable development of the city, as the macro target, the following strategies has been proposed.

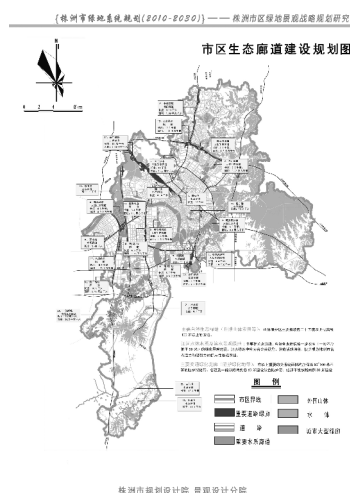
3.1 Put urban and rural ecological resources in the spatial pattern, use resources efficiently

Urban and rural ecological resources mainly include basic farmland, mountain protection area, scenic areas, ecological forest, river system, etc. In order to make full use of the natural ecological resources, the ecological function of the city is clearly defined, the urban and rural ecological resources is taken as a part of the green space system and put into urban green space system reasonably to guide urban ecological construction, to ensure the formation of urban and rural areas in a complete and continuous spatial pattern.

According to the present situation of ecological resources in Zhuzhou City, the green space system is divided in to three basic parts, which is peripheral green space, built-up area green space, and the transition region between peripheral green space and built-up area green space. Peripheral green space emphasizes ecological background, basic function, systematic and ecological stability of the green space, mainly establish ecosystem framework of green space; the transition region highlights the service function of green space to construction area, ensuring the mutual infiltration and organic integration between urban and rural areas; built-up area focus on people, and emphasizes on livable environment of mountains and rivers. It will integrate ecological resources of all region, form a space system of “ Xiangjiang runs through the city, three size surrounded by mountains, three ports flow into

Xiangjiang, six wedge-shaped green spaces are connected, green space is everywhere, green ornaments everywhere". In this space structure, the city needs to control, protect and construct eight large corridors, nine river system corridors, five wetland park and six constructed wetlands in the future. (picture 2, picture 3). According to control, protect, and construct of the above ecological elements, to realize the efficient use of

urban and rural ecological resources, which provides a good ecological basis and ecological barrier for the orderly development of the city, basically reaches the requirement of two types society idea for efficient use of resources and urban and environment friendly, provides security for sustainable development of the city.

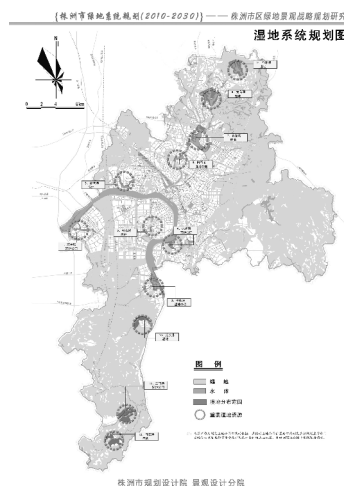


Picture 2 Ecological corridor system

3.2 Using Cultural Resources to Build a Slow Traffic System to Achieve Low Carbon Livable Environment

The city slow traffic system is the main component of the urban green transportation system and the important part of the comprehensive transportation system, which is composed of walking system and non-motor vehicle system. It is a kind of green transportation system for its low cost, no pollution, land resources and space saving, which is suitable for all the travelers. Combination of green space layout and chronic system add interest to slow traffic system, and provides viewing space of human scale for slow traffic space, provides a more comfortable walking experience to meet multi-functional needs of urban residents for travel, leisure and sightseeing and rest

There are plenty of tourist attractions and historical relics. Among these various culture resources, urban green space system planning takes the measure of uniting green layout and slow traffic system and putting tourist attractions, historical relics and so on into the green space system planning and layout (picture 4). Then, putting green space into slow traffic system is not only enriching people's leisure experience but also add deeply cultural connotation to slow traffic space, and it also makes the system become a display platform for urban culture. Slow traffic system itself is a kind of low cost, no pollution, and a green transportation system of land resources and space saving. According to slow traffic system, cultural resources has been fully used by urban green space system, and multi functional layout of ecology, leisure and sightseeing and rest, cultural landscape of green space ecological system has been realized, which will increase the function and efficiency of green space and is accord with benefit maximization. of two type society idea.



Picture 3 Wetland system

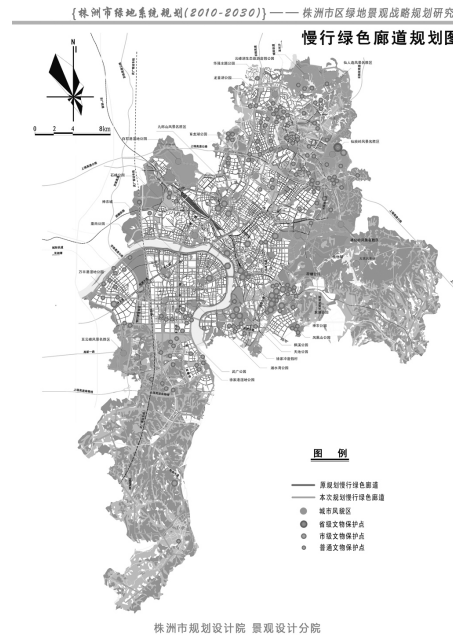
3.3 Protect the Landscape Resource, Build the Ecological Security Pattern to Realize Ecology Friendly

In the construction of Two-Type City, the urban green space system planning should be planned earlier than the overall urban planning; The present mountain and water system etc. should be planned earlier than urban construction land, to simulate ecological flow in different ecological function of space, seek key components, key node and corridor in landscape space. Based on the simulation of the spatial operation of ecological flow to construct ecological security pattern of region, such that the ecological corridor networking, the corridors are connected with each other, which will ensure the ecological flow can operate under the benign cycle, enhance the edge effect, improve the urban biodiversity efficiently, and provide the ecological security for the harmonious coexistence between man and nature.

For existing slope greater than 25%, mountain altitude height above 90 meters, mountains with better vegetation communities, and surrounding ecological control line affecting scope delimitation, in green space system planning of Zhuzhou, it will be protected as the green line control area. While the water surface defined in drainage planning and its surrounding areas are protected and controlled, it should ensure that in construction land area, natural water bodies more than 2500 square meters aren't occupied, so as to ensure the safety of city flood control and drainage (see Picture 5). Rigid control and protecting the basic elements of the mountain, water and other basic elements to build a safe pattern, which is basically consistent with the ecological priority of two types society idea.



Picture 4 Slow Traffic System



Picture5 Flood Control and Drainage

4. Conclusion

From the connotation of the two types of society, there are some relevance between two types society idea and urban green space system. Two types society idea has a certain impact on the spatial pattern and function layout of urban green space system planning. For the present problems of urban green space system in Zhuzhou, this paper has put forward the planning strategy of urban green space system based on two types society idea, from the aspect of spatial pattern and function layout. These strategies can be operable, so they can solve urban developing disorderly, urban ecological security problems, and urban culture disappearing problems, which provide important way for urban sustainable development. Therefore, Based on two types society idea, green space system construction in Zhuzhou will be explored, researched and put into practice deeper in the future, to construct ecological livable city.

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On Implementing Jigsaw Model of Collaborative Learning for Chemistry Teaching: A Case Study at an Australian Senior High School

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Abstract: Jigsaw model is one of the models of collaborative learning recommended by educational reformers around the world. It is believed that using Jigsaw model in high school classes can promote efficiency of teaching and learning, and achieve the goal of collaborative learning. However, there are few studies on how to using the model to teaching Chemistry to senior high school students. This paper is based on a case study at an Australian high school, and discusses strategies of implementing Jigsaw model to teaching Chemistry at the senior high school.

Key words: collaborative learning; jigsaw model; implementing strategies; high school; Chemistry classes

1. Introduction to the Research Problem

The Chemistry Standards for Senior Higher School (Experiment Edition) published by China Ministry of Education (2003) suggests that Chemistry teaching should address discovery-based learning and develop students' scientific inquiry ability. Teachers should give students full play to their initiative and creativity of learning. The Standards recommended that students should be guided by the teacher to develop their scientific inquiry ability through experiment, observation, investigation, data collection, reading, discussion, and debating. Students are also encouraged to promote their ability of scientific discover through activities such as raise questions, make an assume, draw up a plan, conduct a test, collect evidences, explain and draw a conclusion, reflect and evaluate, and express and communicate, etc.

To achieve the standards of discovery learning, the collaborative learning model has been implemented to Chemistry classrooms across China. However, it is observed that there existed some problems during collaborative teaching and learning practice. For example, group discussion is widely used in the Chemistry classroom to promote students collaborative learning, but it has not achieved the objectives of learning, since considerable students did not truly participate the discuss process. As results not all students receive the benefits of collaborative learning, and there is a

need to find the strategies to implement collaborative learning.

The purpose of this study is to explore how to improve efficiency of collaborative learning in the Chemistry classroom at senior high schools. The study is based on the author's three month research experience as a shadow teacher at Australian schools. This paper is a report of a case study at an Australian Senior High School. It used a lesson of polysaccharide as a case of strategies of implementing Jigsaw model to teaching Chemistry at an Australian senior high school.

2. Observation of a Lessor of Learning Polysaccharide at an Australian Senior High School

2.1 To Build a Model of Cellulose Chain

At the beginning of the lesson the Chemistry teacher provides the following model of cellulose chain to students (Figure 1) and asks students to learn collaboratively in groups. The sixteen students are divided into four groups with four students in each group. The arrangement of students is based on their ability of learning, and each group including students with different learning abilities. Students in each group are required to discuss the structure of cellulose chain first and then build the mode. Two students are assigned to explain the model and two students are in charge of building the model.

During students take part in the group activities, the

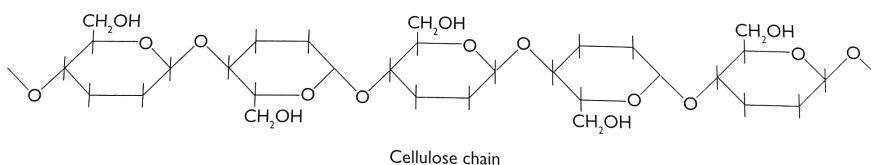


Figure 1

teacher is walking around the classroom to guide students' discussions.

After completing the building of the model, two students from each group are rearranged to form two groups namely group A and B. Students from group A are focusing on how to explain the model, and they finally reach the agreement that the glucose is the basic structure of hydrolyzation of cellulose fibrin. Students from group B are on how to build the model, and they finally have built the correct model after comparing their models. From the observation, the researcher found that all the students in group A can explore the structure of glucose very well. But for group B, some students made some mistakes of building the model. However, after comparing and discussion other members of group B, the students correct their errors.

When all students return to their original group, the teacher invites a represent from each group to talk about their thinking process and share ideas with whole class.

2.2 To build a model of chain of cellulose fibrin

The teacher asks each group of students to continue their work to build a model of chain of cellulose fibrin through their original cellulose model. Similarly as their first task, in each group two students are in charge of explanations and another two students are in charge of building the model. During the collaborative learning process, the teacher participants students discussions and leads them to think about the key characters of cellulose fibrin.

After completing the building of the second model, students are rearranged to form two groups. Group A is in charge of explaining the model, and group B is in charge of building the model. From the observation, the researcher found that some students ask the teacher to explain the model. However, the teacher doesn't provide them with direct answer but guides them to read the textbook.

When all students return to their original group, the teacher invites a represent from each group to write their

The key reading text is provided by the following figure 2

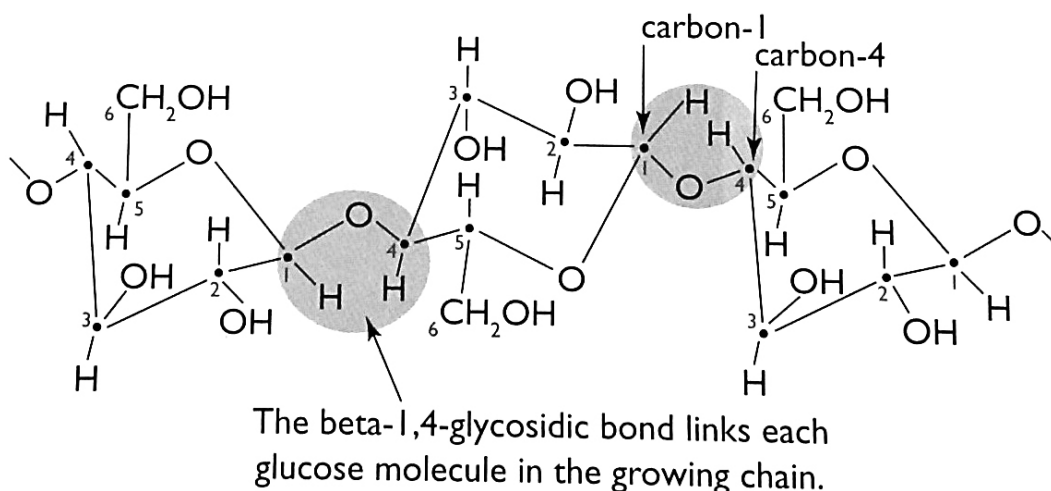


Figure 2

results on the whiteboard and explain their theoretical analysis, and share ideas with the whole class. To help students to understand the structure of high-molecular compound of cellulosic fibrin and experience the exciting of collaborative learning, the teacher ask all groups to like their models together and find that the chain of cellulosic fibrin is built from hydrolyzation of glucose.

At the end of the class, the teacher assesses students' collaborative learning and provides feedback to each student, which includes the group members' cooperative consciousness, effectiveness of the team, degree of the members' involvement, and members' contributions to the final results. The teacher also requires the students to reflect their collaborative learning.

To sum up, the researcher observed that the lesson was designed scientifically. During the class, the teacher provides orderly guidance, and students are given doable tasks. It is provided us with an example of successful collaborative

learning for chemistry teaching at senior highs.

3. Discussing Implementing Jigsaw Model of Collaborative Learning

3.1 Conditions for Implementing Jigsaw Model

After class, the researcher had a chance to discuss with the teacher about how to implement jigsaw model of collaborative learning. The teacher recommends that the model is suited for a class of medium size (under 25 students), which can be divided into 4-6 groups, and there are 2 to 4 member in each group. The teacher also mentioned that there is a need of enough time for students to undertake collaborative tasks. At the observed school each lesson last 75 minutes, which provide the students enough time to think about the learning and understand the learning content.

3.2 The Setting Up of the Group

Normally the collaborative learning group of jigsaw model is consists of 2 to 4 students with different learning

abilities. The teacher can assign students different jobs according to their abilities. For example, some students are in charge of designing the experiment and discussion of theoretical understanding of the contents; others are in charge of operating the experiment, recording the data and building the model. The teacher needs adjust tasks for students and provide them a variety of tasks to stimulate their interests. Every the weak students can experience the joyous of the successful learning and increasing their interests in collaboration through learning from the better students, especially their explaining of the difficult contents.

3.3 The Guiding Role of the Teacher

Throughout the process of jigsaw learning, the teacher plays a guiding role. He/she is the designer of the learning activities, and organiser of the class. Before class, the teacher needs to study the content of learning and choose the suitable contents for students learning. During class, the teacher should play a variety of roles such as participant, observer and organiser. To ensure the smooth of learning process, the teacher needs to provide students with the specific goals of collaborative learning, definite tasks and detail methods of reports. The teacher also needs to provide clear expectation of the learning and the target of learning. As a classroom observer, the teacher needs to provide students with promptly feedback and assessing students based on their operating of experiment, discussion process, the quality of their think and reports.

3.4 The Flow Path of Jigsaw Model of Collaborative Learning

The jigsaw model of collaborative learning has been built its theoretical basement on constructivism, which addresses initiative, social and situational learning. The

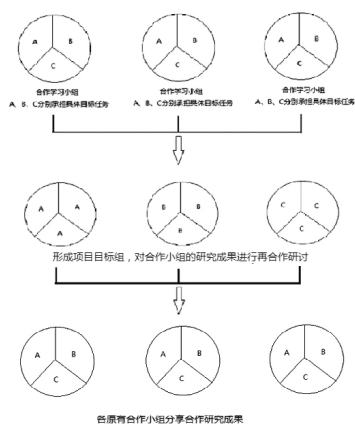
learning by their own understanding. There are multiple standards for understanding, and collaborative learning makes students to enrich their understanding.

The following figure (Figure 3) is the jigsaw model of collaborative learning, which divides students into small groups. Students learn collaboratively in their groups and achieve the common goals of their groups and share their achievement of collaborative study. The purpose of collaborative learning is to develop students' conscience of team working, and promote their abilities of learning.

4. Conclusion

What can we learn from the case study of the implementing jigsaw model of collaborative learning at an Australian senior high school? It may shed a new light on New Curriculum Reform in China. It is widely acknowledged that to break through the traditional duck-stuffing of teaching, Chinese teachers need learn how to create a dynamic learning environment to promote efficiency of teaching and learning. By using the jigsaw model of collaborative learning in Chemistry classroom, it can stimulate students' interests in learning, and develop their team spirit. Through collaborative learning, students can learning together to achieve common knowledge and skills and thing ability. The jigsaw model can be used to optimize the collaborative learning process and reduce the achievement gap between students. In summary, the implementing jigsaw model of collaborative learning can encourage all students to participate the discovering process of learning, create a classroom environment with life and vigour, and achieve the goals of teaching and learning efficiently.

Figure 3: The jigsaw model of collaborative learning



teacher should pay attention to students' understanding, listen to their point of views, consider how students to get the ideas. Based on teacher's understanding of students' learning situation, the teacher can guide them to enrich their learning and adjust their explanations. On the one side, the teacher plays roles as an assistant, advanced partner, and co-operators. On the other side, students should construct the

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Releasing Welding Residual Stress of Curved Surface by High-Frequency Vibration

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Abstract: The paper proposes a new method used in relieving residual stress of welding of pressure vessel based on traditional VSR (vibration stress relief) application on stress relief.

Key words: residual-stress, pressure-vessel, high-frequency vibration

1 Introduction

Welding is widely used for manufacture of pressure

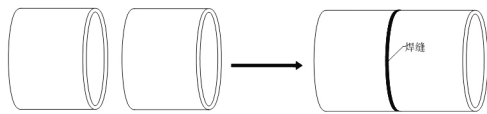


Fig.1

Since welding is process using locally given heat, residual stress is raised near the weld joint. Both tensile and compressive residual stress will be induced. For vessel which bears internal pressure, compressive residual stress is helpful to some extent. However tensile residual stress could degrade material's strength and cause pressure to lose efficacy. So welding residual stress must be released.

Traditional reduction methods of residual stress contain heat treatment, shot peening and in some field vibration stress relief (VSR) is also used. For pressure vessel, heat treatment is used most widely and maturely. Little information shows that VSR has been used to release pressure vessel's stress (Zhang,2003). In this paper, a certain and concrete object of study is determined, and a new method for reduction of residual stress using vibrational load after welding is proposed. The proposed method is simulated with ANSYS Program.

2 Modelling and Simulation of VSR

In this section two jobs are completed. First, we are supposed to accomplish theoretical derivation and a mathematical model for VSR is presented. The second task is to enable simulation of the process of VSR using the ANSYS Program, and to derive a residual stress reduction model that

vessel. For example, cylindrical pressure vessel is made of two semicircular cylinders by welding as Fig.1 or Fig.2.

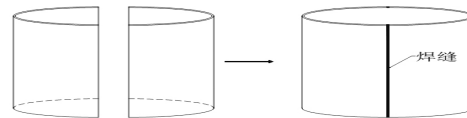


Fig.2

incorporates (Sun,2004.) as many of the variables in the VSR process as possible. These are expected to provide better understanding of the mechanism of the VSR process and also enable the optimization of the parameters of the VSR process.

The mechanical response of the component material under vibration will depend on the dynamic applied force, frequencies and damping capability of the system (Wang, 2014). These will determine the magnitude of cyclic stresses-strains induced in the pressure vessel. Generally the induced cyclic stresses-strains would be different at different sections of the material. Within a cycle, the interaction of cyclic stress and residual stress would result in biased stress-cyclic loading condition, with the residual stress acting as mean stress. In the event, when the cyclic stress-strain response at a locality is elastic, the material would retain its original mechanical state and no stress relaxation is expected after removal of the dynamic load. If on the other hand the cyclic stress-strain response at a locality is elastic-plastic, mechanical hysteresis behavior may be anticipated. In this case, the mechanical state of the material after the removal of dynamic load is expected to be different from that before applying vibratory loads. This inelastic material response is expected to be the driving force for the reduction of residual stresses.

In general, plasticity at low temperatures is due to the

glide motion of dislocations through an obstacle field. For materials that exhibit nonlinear/strain hardening behavior, the flow stress σ , is shown as (Knofie,2014): $\sigma = \sigma_0 + M G b \sqrt{\rho}$

(1)Where σ_0 is the friction stress, k is a constant of about 0.5, b is Burgers vector, M is the Taylor factor, G is the shear modulus and ρ is the dislocation density. The frictional stress σ_0 can be considered as the resistance of the crystal lattice to the gliding of dislocations in an otherwise free crystal. Another way to get flow stress of material is experimental measurement.

2.1 Mathematical Model for VSR.

In this paper, the goal is to relieve welding residual stress of cylindrical pressure vessel by vibration. To finish the work, we are supposed to follow three steps below. First, the simulation of welding residual stress of pressure vessel. Second, analyzing the modal of pressure vessel to get its natural frequencies. Third, selecting suitable excitation

frequencies and excitation force to relieve residual stress of the vessel.

2.2 Simulation of Welding Residual Stress.

The size of pressure vessel are shown in Fig. (3). The load applied to the vessel is sinusoidal displacement load. The steel of vessel is Q345R which is widely used for manufacture of pressure vessel. Its thermodynamic parameters and physical parameters are listed in table. (1)(Xie ,2006).

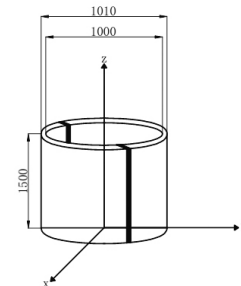


Fig.3

Table.1 Thermodynamic parameters and physical parameters

Temperature[°C]	20	250	500	750	1000			
Thermal conductivity coefficient[W/mm·°C]	0.015	0.0188	0.022	0.026	0.0291	1500	1700	2500
Density[g/cm3]	7.82	7.75	7.61	7.55	7.49	0.0359	0.141	0.142
Specific heat capacity[J/kg·°C]	498	545	578	640	651	7.35	7.3	7.1
Coefficient expansion×10-5[1/°C]	1.10	1.21	1.36	1.47	1.35	669	760	815
Yield stress[MPa]	400	345	300	98	40	1.34	1.32	1.31
Elasticity modulus×1011[MPa]	2.05	1.86	1.5	0.71	0.26	9	2	0.8
Poisson's ratio	0.28	0.29	0.3	0.32	0.37	0.19	0.18	0.12

In the process of simulation, Gaussian heat source model was adopted^[6].

$$q(r) = q_m \exp\left(-\frac{3r^2}{R^2}\right)$$

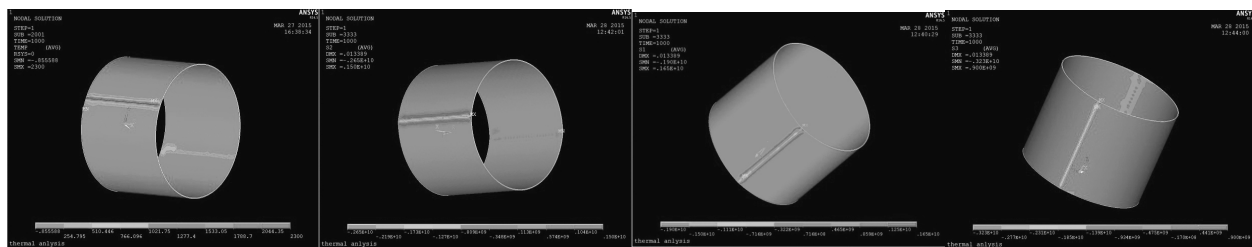
(2)Where $q_m = \frac{3Q}{\pi R^2} \cdot \eta \cdot U$ and q_m is biggest heat-flow density of center region of heating, Q is instantaneous energy of heat source and R is effective heated radius of arc. Welding parameters are listed in table. (2).(Yang,2012).

Table.2 Welding Parameters

Welding parameter	Arc voltage (V)	Welding current (A)	Welding speed (mm/s)	Thermal efficiency	Efficient heating radius (mm)
Values	25	180	10	0.75	6

Surface convection applied on the model surface unit serves as boundary condition when it is loading. And displacement constraint needs to prevent rigid displacement from appearing, but not to stop free release and deformation

of stress(Dean,2009). After 300 seconds later, the temperature of welded joint became normal and the distribution of stress is shown in Fig. (4).



Temperature

First principal stress

Secondary principal stress

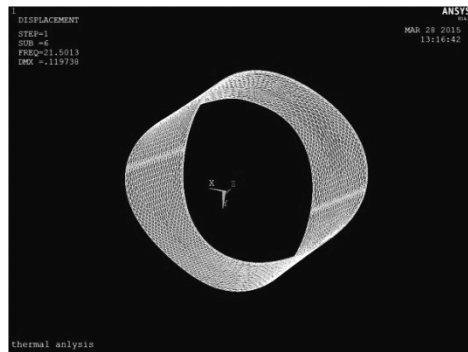
Third principal stress

Fig. 4

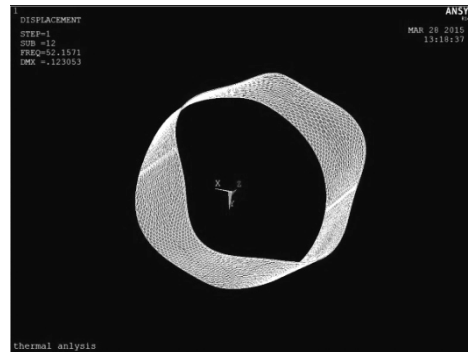
2.3 Getting Natural Frequencies of Model and Estimating Excitation Force.

Modal analysis is to get natural frequencies of model. And when the excitation frequency is close to natural

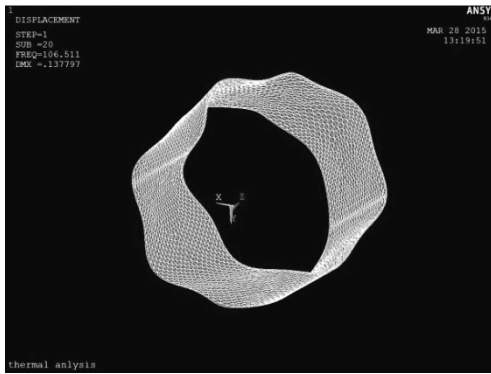
frequencies, the needed excitation force of vibration is small, because bigger excitation force would generate additional stresses and fatigue damage which is contrary to the goal of stress relief. The results of modal analysis are shown in Fig.5



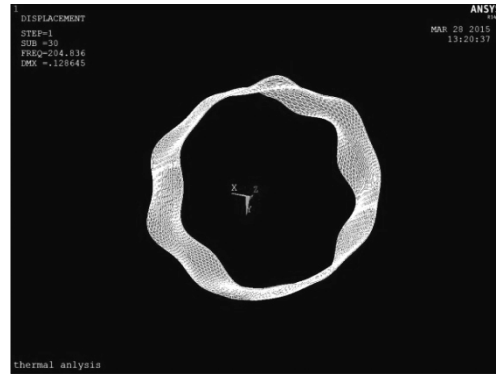
Frequency=21Hz



Frequency=52Hz



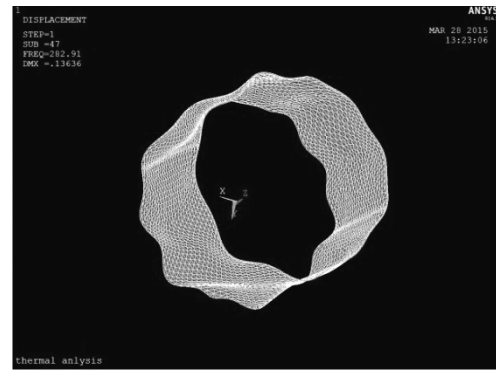
Frequency=106Hz



Frequency=204Hz



Frequency=243Hz



Frequency=282Hz

Fig.5 modal analysis results

From these pictures above, we could find that with the increasing of excitation frequency in certain range the deformation become more and more small and well-distributed. In case bigger deformation induces material damage, so we would use high excitation frequencies and small excitation force. The estimation of excitation force is Eq. (3) according to the standard of machinery industry (JB/T5926-2005).

$$\sigma_d = \sigma_s \sqrt{\sigma_b / 3}$$

(3) Where σ_d is amplitude of dynamic stress, σ_b is tensile strength of material and σ_s is yield strength of material. Then we would know the range of dynamic stress is 165MPa to 170MPa.

2.4 Selecting Suitable Excitation Frequency and Estimating Excitation Force.

The model in the paper has infinite degrees of freedom. So it needs to calculate the biggest dynamic stress inside material according to analysis of harmonic response in order to acquire appropriate excitation force. We would select high

frequencies because the mode of vibration accords with our request(Gao ,2013).

3 Effectiveness Analysis of Vibration

Fig. 6 shows the results after the vibration, from which we could see that the stress has

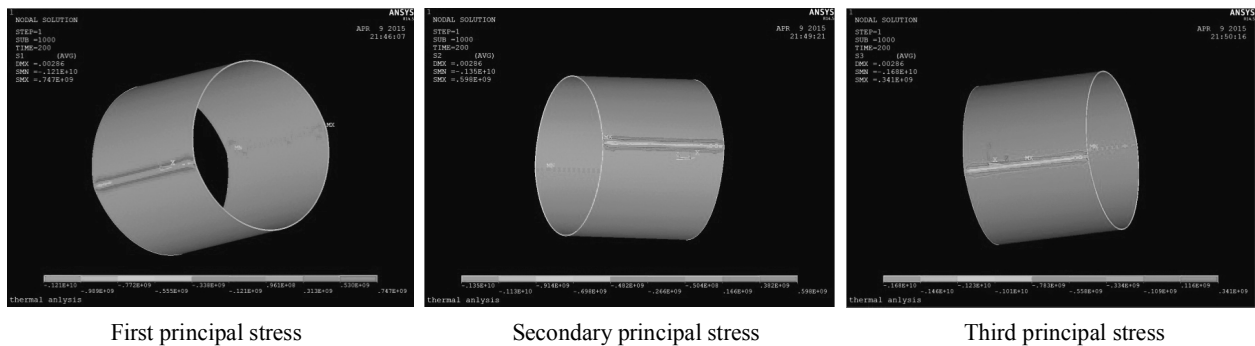
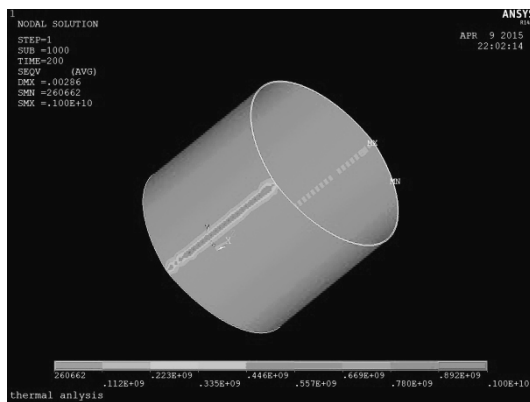


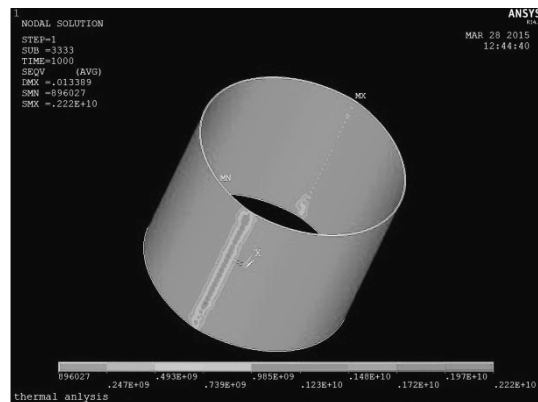
Fig.7 Results after vibration

lowered as a whole after vibration and the stress distribution tended to be well-distributed. In some place the stress declined by up to 46 percent. In addition, the Fig. (7) shows that the vonMises Strain during vibration did not

change a lot, which was apparently different from the case of low frequency vibration. It proved that the mechanism of VSR with high frequency is different from that with low frequency.



Before the vibration



after the vibration

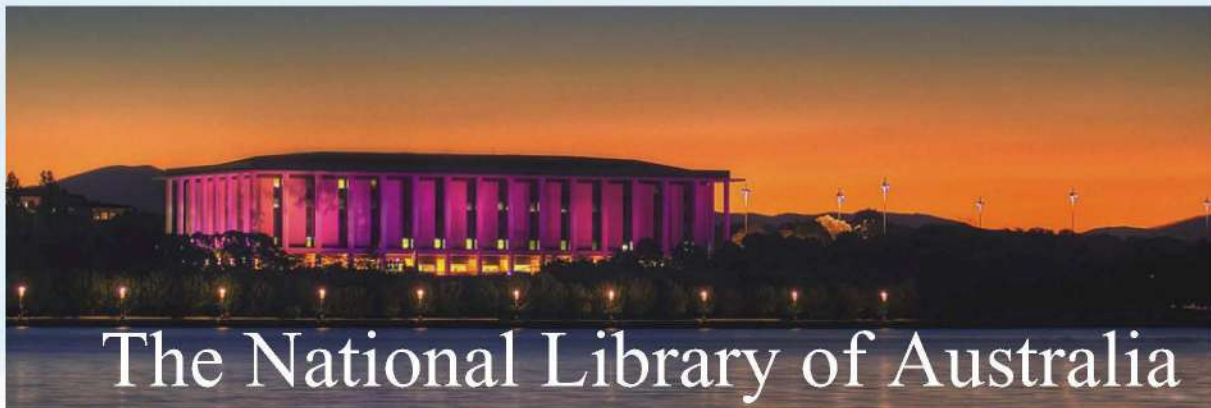
4 Conclusion

A new method for reduction of welding residual stress using multi-point vibration with high frequency is proposed. The proposed method was simulated for some conditions with ANSYS Program. The simulation proves that the effect of VSR on thin-walled vessel by vibration with high frequency is better than the effect of VSR with low frequency if we could find appropriate mode of vibration of weldment. Moreover, the simulation also proves that VSR with high frequency may be likely to be used to relieve residual stress of pressure vessels.

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