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MESSAGE FROM DR. DAVID S. PORCARO

CONFERENCE CO - CHAIR AND KEYNOTE SPEAKER

Transformation vs. adaptation—

How do the Arts and Humanities change us? How do they change our environment?

When have you looked at something humans have made—a song, a movement, a formation, a color, a setting, an idea—and had your conception of community, time, and space change? How did your own mental lens form, reform, and transform because of it? How did that experience alter your actions and refine your community?

Art is learning. Art is a catalyst for changes in our thinking that are reified through artifacts. These artifacts (whether language, music, sculpture, ritual, organizations, buildings, landscapes, movements, or digital transmissions) in turn distribute our thoughts across place, across time, across language, and across people. By creating knowledge, we transform our context, and allow others around us to transform. And in transforming, we leave our old form behind.

Transformation is about constructing a lens for looking out on reality. On the other hand, adaptation is about situating ourselves within an extensive ecology, a system where every action we take affects the world around us. In appropriating new knowledge, we become part of a new ecosystem of people, ideas, powers, and artifacts. And when we improve ourselves to fit that environment, we adapt. We adapt to survive, and our ideas adapt to survive. Our actions improve. Our words improve. Our thoughts improve. Our motives improve…. And in improving, they endure.

In a world where our own personal ecologies extend to include all, where our actions can change climates, virtual spaces, and our interactions with others—it is more important than ever that we change, improve, and learn.

So come share with us how your ecology has transformed and adapted through the creations of humanity. Come transform with us, adapt with us, and learn with us. And then, be prepared to extend your learning deep into your own communities, artifacts, and ecosystems.

Dr. David S. Porcaro
Director of Learning Capabilities Design,
Pearson Education Minneapolis,
USA.

Oral Presentations

Transition and the Graphic Arts

Linguistics in Action

Change and Continuity in the Archaeological Record

Evolution and Adaptation in Performance Arts

Varied Lenses on Literature

Art and Psychology

Education and Change

Women in Art and Society

Religion and Ritual

Virtual Presentations

ORAL PRESENTATIONS

[01]

TRANSFORMED JOURNEY TO THE GOBI DESERT: ADAPTED APPROACH TO LOOK AT MOGAO CAVE ART

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ABSTRACT

Created between the 4th and 14th centuries, the Mogao cave shrine is the most magnificent one of the five cave shrines in China. Mogao consists of 735 caves, dug out of the cliff in the Gobi desert, with a height ranging between 15m and 30m. The 492 caves in the south, stretching for about 1.6km, contain an enormous collection of frescos, priceless paintings, painted Buddhist statues, sculptures, scriptures, historical documents, textiles, and other relics that were first discovered and stunned the world in the early 1900s. Since then, many Western archaeologists and explorers of Central Asia have visited this most significant archaeological find. I first visited the caves in 2006. Two years later, I was invited to the Gulf as a Chinese Art scholar. Having worked, and transformed along the way, in a tertiary art field across countries including Singapore, China, and UK for more than three decades, and using the Mogao Caves as a springboard, I introduced a new framework of artistic practice and aesthetic research into the Middle East art curriculum. Employing the 'Five-W' approach I developed from adaptation, this paper aims to share some of the findings of my ongoing study since my first trip to the caves.

Keywords: art history, Buddhist art, cave art

[02]

ADAPTED, ADOPTED AND ABSORBED: A ETHNO-ARCHAEOLOGICAL STUDY OF PREHISTORIC ROCK PAINTINGS FROM KAIMUR REGION, SONBHADRA (U.P.) IN INDIA.

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ABSTRACT

Kaimur region and Son river valley in north-central India preserve a long history of human adaptation and evolution, evident from the archaeological finds of lithic artefacts from Lower Palaeolithic through to Mesolithic/Neolithic and beyond; fossilized faunal remains; ash deposits from 74,000 year old Toba mega volcanic eruption and numerous painted rock shelters of prehistoric and later periods.

Prehistoric rock art, rooted in human cognitive evolution, has emerged gradually for finding solutions to existential problems (survival) by people since about 10,000 years ago in late Pleistocene and early Holocene periods. It is valuable for understanding adaptations and cultural transformations. To know the meaning of pictorial 'text' one has to situate it in its cultural 'context' and try and locate the cultural identity of the creators of this art. In this paper I intend to relate prehistoric rock art of hunter-gatherers with the living tribal populations of Kol, Bhil, Baiga and Gond in this area. These are the tribes known to have depended on hunting and gathering from the forests nearby till recent times.

In Indian tradition (Paramparā), time is conceived as cyclic, continuous and the past is experienced in the present. Present is seen as the repetition of the past in essence and people are adapting and incorporating some necessary changes for survival. This continuity could be seen in some of the motifs/artefacts that have multiple layers of 'meaning' and are found in archaeological context from excavation, also in the paintings in prehistoric rock shelters and are still being worshiped by tribal populations in their village shrines.

Keywords: Prehistory, rock-paintings, hermeneutics, ethnography

[03]

POPULAR GEOPOLITICS THROUGH CARTOONS

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ABSTRACT

The focus of this study is to evaluate the importance of political cartoons as a geopolitical text in Sri Lankan geographical research. Cartoons provide a medium and a platform for exploring key debates in political geography (Hammett & Mather, 2011). Quantitative Content Analysis (QCA, Rose 2007) indicates a vast amount of political cartoons produced at different linguistic sites in Sri Lanka reflects both spatial and territorial data. Cartoons as a rich resource of geographical data embody text, symbols, metaphors and maps to address certain complex geographical issues: nationalism, homeland concept, elections and geopolitics. As an underutilized resource, cartoons in Sri Lanka provide political geographers a new framework of research: particularly through popular geopolitics cartoons can be utilized effectively to reveal geopolitical knowledge and narratives. My argument is that caricature in Sri Lanka contains explicit and implicit evidence of the geopolitical knowledge and narratives. This preliminary study thus suggests the need to consider studies of cartoons through popular geopolitics.

Keywords: popular geopolitics, cartoons, political geography, QCA, geopolitical text

[04]

HEARING-IMPAIRED GRAPHICAL DESIGNERS IN CONTEMPORARY TURKISH GRAPHICAL ARTS

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ABSTRACT

Anadolu University Integrated Academy for People with Disabilities was introduced in 1993. It serves as a higher education institution for hearing-impaired students. The academy has two undergraduate programs; graphical design and ceramics. It is the sole organization in Turkey, specialized in higher education for the hearing-impaired students.

The education in Graphics Undergraduate Program is conducted in drawing, original lithograph studios and in laboratories furnished by Mac computers and supported by other technological material. Graduates could start up their own advertising agencies as well as working as designers in agencies or could work at the graphical departments of various institutions or corporations. The school has already over 100 alumnae. Majority of the graduates work as designers in advertising agencies. One of the main purposes of the academy is to make sure the graduates join the workforce in their area of expertise and commit in an unimpaired lifestyle. This study would hence aim to determine the positions the graduates hold in business life.

The study would determine the number of graduates graduated between the years of 1998-2014 from the Graphics Department that were employed in their fields of study and examples would be given on the positions occupied by these graduates in their professional lives.

[05]

3D MODELING AS A MEANS OF CAPTURING THE EPHEMERAL NATURE OF CONTEMPORARY INSTALLATION ART

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ABSTRACT

One of the largest challenges facing the Rice University Art Gallery, the only American university art gallery dedicated to site-specific installation art, is the search for the most appropriate way to capture and archive the ephemeral nature of our temporary, large-scale installations. During collaboration with Rice University's School of Architecture Fall14-Winter 15 and the Japanese architecture studio Atelier Bow-Wow to design and fabrication and installation, the gallery began to investigate creating 3D models for gallery installations. The paper will provide specific references to three examples of previous works and discuss the challenges involved in creating the models, including considerations of work that is primarily 2D, material challenges, and the difficulty of rendering 3-D models from the past 20 years of installations. Concluding thoughts will consider potential impact on the field on installation art, as we create the 3D models in conjunction with the installation design and build process for future projects.

Keywords: installation art, ephemeral art, contemporary art, 3-d modeling, archives, digital archives, art galleries.

[06]

TRADITIONAL, PLAIN, YET STILL VIVID.

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ABSTRACT

Traditional art of ceramics enlightens the history of humanity and civilizations in many fields. Humanity, once learned to shape and fire the clay, carried it along as a treasure for the proceeding generations. Potters developed the legacy they inherited, creating the art of ceramics of today. In today's modern life, technology replaces the human labor in many fields. Traditional art of ceramics have also been influenced by the deteriorating effects of technology and mechanization. The subject matter of this study, "Sorkun" is a pleasant village in Eskişehir province, whose livelihood is based on ceramics production and farming. The residents, who have migrated from Horasan 600-700 years ago, carried the tradition of pottery making along, which still is their primary way of earing their lives today. Sorgun pottery-making reflects the primitive modes of production even in the times we live in. The clay used as the raw material is collected in neighboring fields and prepared fro pottery-making. It is a system based on a simple potter's wheel and women's labor, where principally cooking pots are shaped. The dominant role of women in pottery-making in Sorgun deems the system quite interesting. In all other phases of production a male-female cooperation could be observed. Firing is conducted in an open field based on the direction of the winds. Observing the firing process is quite a pleasure for the onlookers. Sorkun Pottery-making is a significant legacy for the worldwide ceramics culture. This study would introduce that particular mode of pottery production with the aid of various visuals and videos.

Keywords: Ceramic, traditional pottery, cultural heritage, clay.

[07]

THE ACQUISITION OF SOCIOLINGUISTIC COMPETENCY IN FRENCH INTERLANGUAGE: A VARIATIONIST STUDY

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ABSTRACT

The behavior of non-native speakers in relation to sociolinguistic variables has been the focus of many studies (Trevise&Noyau, 1984; Dewaele & Regan, 2002; Regan, 1995, 1996, 1997; Dewaele, 2004; Sax 2001), but the previous studies on inter language have focused on corpora derived mainly from immersion students who speak European languages. There have been, to date, virtually no variationist studies on the use of French sociolinguistic variables by Sinhala- Speaking advanced learners. The present study examines the sociolinguistic variable: the use of ne in a corpus of advanced French inter language produced by 15 learners. Fifteen Sinhala- speaking advanced learners were recruited from the University of Kelaniya. The researcher recorded the participants' conversations in an informal setting. Informal speech was collected in one-to-one conversation between the researcher and informants. It is well know that informal speech style can best be obtained in spontaneous speech (Coveney 1996), therefore the researcher asked questions related to the informants' immediate environment. Informants were recorded using a simple voice recorder and each recording lasted about thirty minutes. Since it is time-consuming, the researcher transcribed only the occurrences of variables which he intended to analyze. The fundamental research question of this project was: to what extent does variation in the speech of L2 users of French in Sri Lanka reflect the patterns of variation found among L1 users of French? Comparing the native and non-native speakers' behavior in relation to sociolinguistic variable provided important findings useful for teachers, students and curriculum designers. The researcher found that the omission rate of ne is very low among Sri Lankan learners of French whereas there was no difference between the omission rate of male and female learners.

Keywords: inter language, sociolinguistic variables, learners, corpus, non-native speakers

[08]

COMPOUND FORMATION IN BORO

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ABSTRACT

Boro is a language spoken in the state of Assam in Indian Territory. It belongs to Tibeto-Burman branch of the Sino-Tibetan language family. Boro language is a tonal language having simple tone and is highly monosyllabic. Its monosyllabic character is seen in limited number of nouns and a lot number of verbs that are either root or stem. As this language is monosyllabic so most of the words having more than one syllable are compound words though most of their meanings have either become blink or extinct and can be considered only after proper cross-examination. This study will let know the researchers and language lovers about the variety this little known language have. For this study data will be taken from primary and secondary sources and description will be made from structural point of view. From this study, it is hoped that a new light will emerge and inspire researchers. In this language, compound formation is found as follow: Noun+Noun=Noun; Noun+Noun+Noun=Noun (rare combination); Noun+Adjective=Noun/Adjective; Pronoun+Noun=Noun; Noun+Verb=Noun; Noun+Verb+Noun=Noun; Verb+Verb=Noun; Verb+Verb=Verb; Verb+Verb=Adverb; Verb+Verb+Verb=Verb; Verb+Verb+Verb+Verb=Verb; Verb+Adjective=Adjective. These are the compound formation processes found in Boro origin words. Sometimes hybrid compound words formed with the combination of neighboring Assamese language is also found. These structures are - Noun+verb+Verb=Noun; Verb+Adjective=Adjective. The two and more than two combinations of different grammatical category words sometimes keeps the meaning intact and sometimes forming a new word will be the central theme of study of this paper.

Keywords: boro, tibeto-Burman, monosyllabic, compound word, syllable, cross-examination, assamese

[09]

LAMENT ("OPPARI SONGS") THE ARCHAIC COMPONENT OF FOLK LINGUISTICS DROPPED IN JAFFNA SOCIETY

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ABSTRACT

"OPPARI SONGS" are one of the components of folk linguistics. Earlier these songs were considered as one of the important part of funeral ceremonies in Jaffna culture. They have some unique features and beauty. Our ancestors celebrated each and every event of our life with songs. Lullaby to celebrate birth of babies and "oppari" to celebrate death of people. Death was seen as the path to reach the eternal life. There was an equal attitude toward birth and death. New lives were welcomed to this earth with happy songs and died people were sent off to the heaven with sorrowful songs. These "oppari" songs helped the close relatives of the dead person to eject their deep sorrow. And also they gave a moral support to the affected people. Laments were culturally transmitted from one group of ladies to another group. Earlier these ladies were called to sing "oppari songs at the funeral ceremonies. But, at present this habitude is being dropped in the funeral ceremonies held in Jaffna society. This paper attempts to point out the psycholinguistic analysis of "oppari songs". And also it tries to recollect one of the components of folk linguistics.

Keywords: oppari , funeral ceremony, Jaffna society, deep sorrow.

[10]

LINGUISTIC PROPERTY IN CONNECTION WITH ETHNO-PLANTS USED IN BORO SOCIETY: A SURVEY FROM LINGUISTIC VIEW POINT

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ABSTRACT

The aim of the paper is to highlight and review linguistic properties relating to ethno-plants as prevailing in the Boro tribe chiefly concentrated in the state of Assam (India). Ethno-plants as used by the Boros may be classified chiefly into three sub-categories: (i) used as food and fodder (ii) as medicinal substances (iii) and used in religious ritualistic ceremonies, i.e. rituals plants. Various kinds of ethno-botanical plants are being used in everyday life among the villagers which are found in wild places and some of the plants are cultivated in different seasons. The name of the ethno-botanical items are closely related to cultural ritual and on the one hand preserve and validate native heritages concerning to Boro language and culture. So it may be summarized that each and every items of ethno-botany used in this community have unique identity which signifies distinctive property of language and culture. Also, it is seen that ethno-plants preserve native vocabulary. This aspect will be discussed minutely and analyzed from linguistic perspectives. The discussion will be based on methods of applied research. It demands sociological as well as academic significance in the present day studies of language and linguistics.

Keywords: ethno-plants, linguistic property, ritual plants, native vocabulary.

[11]

THE FUNCTION OF TRADITIONAL MITIGATION EFFORT OF KELUD MOUNTAIN: CHANGE AND CHALLENGE

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ABSTRACT

More than 30% of the 147 active volcanoes in Indonesia spread across the island of Java. And, out of the 13 volcanoes in East Java, Kelud Mountain is one of the most active volcanoes. Kelud erects close to the border between Central and East Java. According to the geological record, Kelud suffered 30 times of eruption detected after 1000 A.D. and the last eruption occurred in February, 13, 2014. By employing ethnographic approach, a year of field research findings showed that local people living surrounding Kelud area have already possessed local wisdom on how to deal with the impact of eruption inherited from their ancestors. Mitigation effort to lessen the devastating effect of eruption always involves the people who occupy the foot of Kelud Mountain. The informal local leaders usually communicate with the whole inhabitants in identifying natural signs, serving rituals, and predicting the time of eruption based on the technique of traditional Javanese astrology called primbon. Today, the traditional mitigating technique cooperates with the advancement of technology to prevent casualties when the mountain erupts. However, Kelud inhabitants should adapt with the modern idea that their rituals are not only aimed to serve as a part of traditional mitigation but also must accommodate tourism and entertainment purposes.

Keywords: volcanoes, eruption, Kelud Mountain, traditional mitigation

[12]

SYMBOLIC ARCHAEOLOGY IN SEARCH FOR A CONNECTED HISTORY IN INDIA

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ABSTRACT

The existing models of change in contemporary archaeology and history through external control are generally against the spirit of human freedom. An attempt is being made to show how the latter is deep-rooted in human psyche since prehistoric times. Again, influenced by the Protestant model of religiosity, the pluralistic belief systems of India, such as Buddhism and Hinduism, have been interpreted as results of revolts and counter-revolts that portray a picture of cultural fragmentation in history. A new methodology, based on Post-processual (especially symbolic) archaeology with some modification, is being developed by focusing on two basic symbols of universal appeal: a crossroad (+) with four arms denoting actions in space and time and the point of intersection (.) without any dimension; both of which have been occurring in various art forms, including prehistoric paintings. The concept of this crossroad involving periodicity of events like outgoing and homecoming of nomadic groups, especially pastoralists, is an 'archetype' in Jungian sense that also relates to the central question of suffering and its possible solutions. While the spatio-temporal world indicated by the four arms is one of problems, puzzles and enquiry, the central point (home) is the world of solutions. It will be argued here that this archetypal imagery of the world occurs in the designing of the plans of secular urban settlement, Megalithic monuments, Buddhist stupas, early Hindu temples and Sri-Yantra of Tantricism with four gateways or staircases and a central point, thus establishing a 'connected' account of human thoughts and actions.

[13]

THE MARKS OF PRE-ISLAMIC CULTURAL CONTINUITY IN THE EARLY MUSLIM CULTURAL HERITAGE OF SHANGLA, KHYBER PAKHTUNKHWA, PAKISTAN

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ABSTRACT

The Soil of Pakistan, particularly its northern part, has been the center of cultural activity through ages. But many of the areas still need thorough documentation and conservation. District Shangla is one of those neglected areas which have been the center of Buddhist cultural activity during the beginning of the Christian era.

The present researcher took the responsibility of documenting the cultural heritage of this district in 2012 and till now has documented more than a 200 sites of the Buddhist (approximately 1st to 7th century) and Islamic (after the 11th century) periods. The Islamic period remains include graveyards with decorated stones, wooden mosques, mats, clothes and other household objects which show clear evidences of the pre-Islamic influences in the decorative patterns.

The area under discussion was part of the famous Gandhara Civilization which was the center of cultural, commercial and, above all, the Buddhist religious activities. It was this land where, besides many travelers, the famous Chinese pilgrims, such as Xuan Zang and Fa-Xian, came for learning. This is the land from where the famous trade caravans between the East and the West passed while trading through the Silk Routes. These activities lead to the spread of culture and introduction of Buddhism from this region to the Eastern Asia. This later on became the center of Muslim activities and thus we find beautiful motifs of the early Islamic period in the area besides retaining several pre-Islamic signs and symbols.

This paper, thus, will discuss the early Muslim period remains having influences of the pre-Islamic period.

Key words: Shangla, Gandhara, Buddhist remains, Muslim remains, Cultural continuity

[14]

ADAPTATION THE MODE (MAQAM) CONCEPT OF TRADITIONAL TURKISH MUSIC TO CONTEMPORARY TURKISH MUSIC

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ABSTRACT

The purpose of the present study is to exemplify the use of rhythm and mode structures, which are used in traditional (Classic) Turkish music, in contemporary polyphonic Turkish Music.

There are basically two different kinds of music genre in traditional (classic) Turkish music. The first of them is "court music" that was highly supported by Seljuqian and Ottoman Empire eras and known as "maqam music" today, and   the other one is the "folk music". The main characteristic of these two genres is that both of them have monophonic structure.

The melodic structures of these genres, which are known as court music and folk music, are in concert with major/minor sequential structures in western concept.

The melodic structure in Turkish music should be typically named as "modal" structure. The main problem in using traditional melody in contemporary Turkish music is notating the musical works in microtonal intervals. This is totally contrary to western notation system.

Orchestrating the melodies of Turkish music under the contemporary music melodies is actually a challenging process. This is only possible through using modal harmonic methods.

The first group of works that exemplified here are the samples of traditional (classic) Turkish music melodies. The second group of works, on the other hand, is the use of same melodies and structures by contemporary Turkish composers in harmonic and orchestrated forms.

Keywords: Maqam Music, Mode, Anatolian Folk Music, Musicology

[15]

NEGOTIATED MEANINGS: THE IMPACT OF DIGITAL TECHNOLOGY ON TAMIL CINEMA ADVERTISING

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ABSTRACT

Cinema is an urban phenomenon and a clear indicator of modernity. Filmmaking and viewing are a significant part of the urban experience of Tamil Nadu with Tamil cinema advertising being one of its powerful and vibrant visual art forms. The impulse for technological innovation is especially strong in the Tamil cinema industry which has led to innovative trends in the marketing of its films alongside consumer products. This resulted in a novel advertising strategy, namely 'co-branding', as witnessed in cinema hoardings and posters from 2000 to 2009. The concept of using film stars as 'brand ambassadors' to endorse a product/ service, moved to the new arena of also promoting the films in which these very same stars played a lead role. Using modernist visual aesthetics and hard-edged photographic images of both film stars and products, proved to be a marketing boon. The product and service sector gained more mileage, riding the wave of 'star power'. This modern approach to design, required designers and photographers who were tech-savvy and had an understanding of the consumer market. This paper will examine the advertising of Tamil cinema that thrives on adapting latest technologies to its advantage in the promotion of its product with particular reference to the concept of co-branding or brand partnership. Tamil cinema publicity is postmodern in the exploitation of the aspect of digital manipulation of graphic design and photography, the concepts of semiotics, intertextuality, and so on, thereby 'constructing' a visual experience favorable to its promotion.

Keywords: Print promotional, co-branding, brand partnership, postmodern, graphic design, photography, semiotics, intertextuality, visual experience

[16]

PARSI THEATRE AND BANGSAWAN: AN INSIGHT INTO CONNECTIONS AND PARALLELS

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ABSTRACT

Bangsawan is sung and spoken theatre, at times referred to as a form of opera, performed in Malaysia as well as in certain neighbouring Southeast Asian countries since the late 19th century. Derived from the Parsee theatre presented in the Urdu/Hindustani language by visiting troupes from India, bangsawan retains many essential features of that highly eclectic genre of popular urban theatre. The present paper traces Indian as well as European artistic elements that shaped Parsee theatre, and its connections with bangsawan. It also examines some of the more significant changes brought into bangsawan in attempts to reshape it from a multicultural into a Malay art form

[17]

"WANTING TO BE" AND "WANTING TO HAVE": QUEER DESIRE IN TWO FRANK O'HARA'S VINCENT WARREN POEMS, "HAVING A COKE WITH YOU" AND "YOU ARE GORGEOUS AND I'M COMING"

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ABSTRACT

Frank O'Hara is one of the important figures of poetry and art in 1950s to 1960s by his new style of poetry, his admiration on abstract art of modern art, and being an open gay, which severely challenged the conservative and homophobic society of that period. Through his Vincent Warren poems, he indirectly revealed his homoerotic emotion and desire to his partner, the ballet dance, Vincent Warren. I would like to go through O'Hara's Vincent Warren poems with the view of Queer Ekphrasis which was first mention by Brian Glavey. Glavey claims that O'Hara reveals his queer awakenings which are "wanting to be something" and "wanting to have it". I assume that in his Vincent Warren poems O'Hara reveals his desire of "wanting to be something" and "wanting to have it". But I will push forward to identify O'Hara's two desires into Greek myth of "soul mate." According to Plato's The Symposium, Aristophanes mentions a story that human being is separated in to two parts by Zeus because he thinks that human will threaten Gods. Therefore, human being is eager to find another part which is so-called "soul mate" through whole life. In O'Hara's case, "something" and "it" refer to Vincent Warren, and also O'Hara succeeds to "have" a relationship with Warren and biologically both of them are male, so he succeeds to "be" what he desires. O'Hara finds his soul mate, and further he and Warren became the one. Hence, I will follow "wants to be something" and "wants to have it" to explore O'Hara's queer desire to Vincent Warren in his two Vincent Warren love poems, "Having a Coke with You" and "You Are Gorgeous and I'm Coming".

Keywords: Frank O'Hara, Queer Ekphrasis, Vincent Warren, Queer Desire, 1950s~1960s America

[18]

ALBERTO S. FLORENTINO'S *CADAVER*: A MULTI-CRITICAL ANALYSIS

Arlene Balio Patac

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ABSTRACT

Literature is a way of life. That is the reason why literature contains all the different facets of life. Be it sad, happy, tragic or horrifying. Literature not only describes reality but also adds to it. lt is not merely a depiction of reality; it is rather a value-addition. Literary works are portrayals of the thinking patterns and social norms prevalent in society. It is through reading such great literary and poetic works, that one understands life. The play Cadaver by Alberto S. Florentino, a Filipino playwright famous for writing socio-plays, depicts social realities, particularly poverty in the urban areas. This literary research study investigates the critical analysis of Alberto S. Florentino's Cadaver by means of its imitation to reality, formalistic elements, influence of author's life in the play, and milieu that create deeper meaning of the text. This is supported by Mimetic, Formalistic, Expressive, and Historical Criticism. It reveals the mimetic representation a social reality, which is poverty. The content of the play dictates the form, supported by the correspondence theory of verbal signification. It also reveals the presence of the writer, his family background and socio-economic status and his social consciousness to the prevailing problem of poverty. Lastly, it bares through historical-biographical criticism the play is based on the socio-economic status of Filipinos during the 1950s. The analysis leaves the impression on the readers how human lives are confronted with poverty in society that leads to immorality

Keywords: Cadaver, Alberto S. Florentino, Mimesis, Poverty, Social Reality

[19]

CONFLICT OF VALUES IN CHINUA ACHEBE'S "DEAD MEN'S PATH"

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ABSTRACT

The paper looks at the concepts of Tradition and civilization as basic elements that have come to characterize the development of Literature. The analysis is based on Chinua Achebe's "Dead Men's Path" which captures the dilemma of an overzealous school headmaster who ignores the values of tradition as a result of his new found western education. The aftermaths of his decision triggers the basis for this research and influenced by postcolonial theory of literary criticism which seeks to create a balance between Tradition and Civilization in taking decisions and actions that affect the traditional society where the decisions are to take effect. The paper concludes that literary artists should not shy away from promoting the cultural values of the indigenous   people from where there source materials are drawn. The study   advocate a balanced knowledge of the Traditional and western values as key in the development and growth of African societies.

Keywords: Tradition, Civilization, Literature and Cultural Values.

[20]

PREDICTING HAPPINESS AND LIFE SATISFACTION FROM INDIVIDUALS' PERCEPTIONS OF LIFE

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ABSTRACT

Perceiving one's life as meaningful may have an impact on individuals' overall happiness. The current study examined the effect of individuals' perceptions of their lives on happiness and life satisfaction. Also, it aimed to explore potential mediators of this relationship. The sample included 200 Indian adults who were selected using convenience sampling and they completed four self-report measures. Variables were purpose in life, positive affect, subjective happiness and life satisfaction. Results revealed that purpose in life significantly predicted happiness and life satisfaction. Additionally, positive affect mediated the relationship between purpose in life and happiness. Results further revealed that the link between purpose in life and life satisfaction was mediated by positive affect. This suggests that individuals who perceive their life as more meaningful seem to feel more positive affect and thereby experience greater life satisfaction.

Keywords: purpose in life, positive affect, happiness, life satisfaction

[21]

"THE SILENCE THAT WILL NOT SPEAK": ASIAN AMERICAN WOMEN'S NARRATIVE OF RESISTANCE TO HEAL THE TRAUMA

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ABSTRACT

'Silence' is a conceptually complex stance within the narrative of Asian American women writing. Since silence is often seen as a barrier that needs to be broken to show resistance against social construction, many Asian American women writings adopt the 'breaking the silence' framework in their narrative. Silence is associated with content and passivity over hegemonic oppression. Nevertheless, such framework may risk oversimplifying the agency that silence may actually entail. This study shows how silence can strategically function as both a form of oppression and a coping mechanism to trauma. In order to articulate this stance, this paper explores the semantic frameworks on themeanings of silence. These frameworks are used to analyse silence and trauma in two Asian American women writings. More specifically, a close reading investigationof silence and trauma in Grace M. Cho's narrative in Haunting the Korean Diaspora (2008) and Joy Kogawa's Obasanis done to see how different kinds of silences are produced and reproduced within representational level of the text. The paper concludes by discussing how silence can also function as a coping mechanism of transgenerational trauma that breaks the silence and forms a narrative of resistance.

Keywords: silence, narrative, Asian American Woman, transgenerational trauma, Joy Kogawa, Grace M. Cho

[22]

THE MEANING OF LONELINESS IN THE SRI LANKAN CONTEXT

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ABSTRACT

Loneliness is an unpleasant feeling where a person experiences a strong sense of emptiness and solitude resulting from inadequate levels of social relationships. This is a subjective experience. While it is subjective, many agree that it is a universal feeling experienced by all human beings. Though it is universal, studies across various cultures have proven that the meaning of loneliness differs from culture to culture. The present study attempted to explore the meaning of loneliness in the Sri Lankan context. Five female university students who were selected using the convenient sampling method were interviewed using semi structured interviews. Data analysis was done using qualitative method - thematic analysis. Findings of the research suggest that the compositions of the experience of loneliness include emotional distress, social alienation, growth and discovery, interpersonal isolation and self-alienation. Furthermore, emotional distress can be broken into three aspects: intense psychological pain, inner turmoil and emptiness. Two forms of interpersonal isolation: feelings of abandonment and rejection, lack or absence of intimate relationships and three forms of self-alienation: immobilization, confusion, denial were also discovered. Different socio cultural and individual factors appear to be mediating the experience of these factors.

Keywords: Loneliness, Feeling, Social relationships, emotional distress, social alienation, growth, discovery, interpersonal isolation, self-alienation, psychological pain, inner turmoil, emptiness, immobilization, confusion, denial.

[23]

MENTAL TRAINING - EXPERIMENT OF BRAIN MUSIC

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ABSTRACT

In music, "Mental training" is the starting point in addressing the musical repertoire, in the construction of interpretation, in memorization but also in aiming the issue of the public presentation. This study investigates the effectiveness of mental training, to encompass the three levels: technical and interpretative aspects, design and evaluation of an event of public actions and evaluation two groups of students. The experiment aims to highlight the importance of imagination and mental design. Talent is a vital aspect, but if it is not enhanced by certain methods can lead to excessive wear and effort. The applicability of this experiment has a very broad coverage and can be accessed in any field and specialty. Students that, during an academic year, studied in Curriculum the discipline Schenker Analyzes were divided into two groups. Their evolution was observed on all three proposed plans, the first group applying mental training, unlike the second group that did not have a mental preparation. The test results show that there are substantial differences between the two experimental groups. The findings are consistent with the scientific literature.

Keywords: Mental training, Visualization, Projection, Schenker analysis.

[24]

ART THERAPY – AN OVERVIEW OF CHARACTERISTICS, CONCERNS, CONTRIBUTIONS AND CHALLENGES.

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ABSTRACT

The worldwide art therapy activities conducted in different fields and modalities has led to greater awareness of usefulness that art can produce in helping groups of all age, including psychiatric and physiological patients. Conventional researchers are constantly working to improve the art therapy modality, profound research works and therapeutic activities have created the requisite of theoretical analysis to substantiate these benefits. Many artists have started working in medical and clinical settings with art-of-healing concept, but there is a concern questionable about few artists who work solely with the concept of healing through art in their art studios without a therapist to consult. Since certain artworks can influence possible negative effects on the disturbed clients, such experiments may have adverse effects too. This paper attempts to highlight a few contributions of research works, focusing on the beneficial outcomes of art therapy, limitations of art interpretation, and introduce on to functional magnetic resonance imaging [(f) MRI] and art therapy that evidences brain activity during art sessions.

Keywords: art, art therapy, healing art, benefits of art, functional magnetic resonance imaging, psychotherapy

[25]

EXAMINE THE AUDIENCE PERSPECTIVE ON MEDIA CONVERGENCE

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ABSTRACT

The evolution of media in recent years has changed the audience behavior around the world. The audience is generating their own content in the convergent media. There are many techniques have been developed by the convergent media to make audience attraction. As a result of that convenience of convergent media for the audiences, they are gathering with the convergent media and also leave from the mainstream media. It became as the current issue in the mainstream media because began to lose their audience from them. They have taken more suitability to save their audiences. There is a research gap between in the convergent media and taking actions of the mainstream media in the Sri Lanka. The research identified, to what extend the audience uses the convergent media more than the mainstream media and explored the audience use convergent media for what purposes.

The study, based on in depth observation and questionnaire methods. It was observed the Sri Lankan audience behavior with concern 'how to use online media for their communication purposes'. The questionnaire data collection was done as the non-probability convenience audience sample in Sri Lanka. The findings demonstrate that the audience is 'how far join with the convergence media' and furthermore explored 'what are the purposes of the audiences to use convergence media more than mainstream media' in Sri Lanka.

Keywords: Mainstream media, Convergence media, Communication, Audience, Sri Lanka

[26]

STRATEGIES OF APOLOGIZING AND COMPLAINING IN EFL CONTEXT BY TURKISH UNIVERSITY STUDENTS

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ABSTRACT

The research is aimed to conduct a study of strategies applied by the Turkish university students in the situations of apologizing and complaining in EFL context. As far as the students are expected to act in the English language context assuming not only using the language means of the target language but also correspondent pragmatic knowledge and skills, it is under the discussion if the English language education is focusing enough on the targeted pragmatic competence to make EFL students sufficient and effective communicators in the English speaking society. In order to obtain necessary data, two groups of respondents were formed among the Turkish university students. One group is presented by ELT students who are learning English as their future profession, and another group is composed by the students using English as a means of communication for their professional purposes and do not receive extended the English language education. The total number of the participants is 60 students. The methods applied include observation, free interview, discussion, modeling of the situations and role-play, analyzing the situations and communicative behaviors. The data provided insights on the dominating strategies, which are applied by the Turkish university students in the situations of apologizing and complaining. The variations between the groups allowed to reveal both cultural peculiarities in the EFL communicative behaviors and those which result from specifics of the English language education.

Keywords: pragmatic strategies, speech act, apologizing, complaining, EFL context, communication

[27]

ROLE OF LIBRARY AND LIBRARIANS IN DELIVERING INFORMATION SERVICES TO YOUNG ADULTS COMMUNITY

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ABSTRACT

The purpose of this paper is to discuss the relationship that exists between library, community and young adult in the effective delivery of library and information services and the challenges faced by librarians in the provision of such service. Many concepts have been addressed like library, library as a community resource centre. The paper also explore various type of services the library can offer to young adult in the community like traditional services, reference services and services for the intellectually disadvantage young adults. It also highlights the relationship between library and young adults, goals of library services for young adults. The paper went ahead to discuss community analysis as a method of obtaining the actual information needs of young adults, thereby coming out with the needs of young adults like developmental and materials needs. The paper also postulated the examples of library services to young adults, young adults' programs and their participation in the library community. The paper concluded with roles of library and librarians as well as challenges faced by librarian in provision of effective information services to young adults. Finally, the paper recommends some points that may assist in the effective library and information services delivery to young adults.

Keywords: Library, Librarians, Community Analysis Young adults, and Library Services

[28]

TEACHING 21 CENTURY LITERACIES FOR UNDERGRADUATES

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ABSTRACT

The need for new literacies in the student of today was realized as the last century drew to a close. The early literacies of the 3Rs of "Reading, Riting and Rithmatic" are insufficient to be literate in the current millennium. The 21st Century Literacy Summit was held in San Jose, California, USA in 2005, where international group of people discussed and came up with what are called new literacies for the 21st century. These came into being because of the growth of technology, particularly the digital technology and communication technology. Being literate means much more than it once did. We as educators are therefore faced with the task of introducing these literacies, using them and assessing the effect of their introduction. The complexity of the task must be recognized, as we must avoid thinking that they are necessarily good or that students of today prefer them. The presence of these tools in their hands does not mean that they understand them or know how to best utilize them. Indeed they may prefer not to come to terms with some of these literacies, resulting in the waste of money and other resources being brought into the educational sector to bring about change. There is a need to research into ways to introduce them for every ones benefit, requiring deeper understanding and excellent communication between teachers and students.

Keywords: literacies, new, twenty first century

[29]

ONLINE EDUCATION DEVELOPMENT AND DELIVERY: THE ROLE AND FUNCTIONS OF ACADEMIC LIBRARIES

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ABSTRACT

More and relevant information is made available through the web. Search engines insure the accessibility of these materials and groupware allow a synchronous communication between teachers and students worldwide. Academic libraries are therefore at centre of global information crises. This paper focuses on the relevance of academic libraries in online learning environment, wh.ch its key focus and emphasis is improvement of research, teaching and learning in academic institutions. The paper therefore, discusses the place of academic libraries in online or e-learning environment and highlights how modern academic libraries provide-technology based information anywhere, anytime besides providing resources for innovative lifelong learning. Finally the paper brought forth him role of ij academic librarians in the delivery of online education in Nigerian institutions towards the ji enhancement of teaching and learning process for better productivity.

Keywords: Online Learning, Academic Libraries, Librarians

[30]

INNOVATION IN EDUCATION IN NIGERIA: A CRITICAL APPRAISAL

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ABSTRACT

Throughout the length and breadth of Nigeria, there is overwhelming agreement by both the educated and uneducated that quality at all levels of the system has greatly fallen to unprecedented levels. In the search for a solution to this trend, academics of all shades are united with labor in attributing such decline to poor funding, always making reference to a magical 26 percent of the total budget on education as the only necessary antigen through which the antidotes which cause educational decline can be eliminated. This paper argues that increased educational funding alone is no guarantee to improved educational quality. As educators therefore, our pre- eminent duty-the pivot of this paper is to provide that necessary sub-stratum of ideas to guide the process (methodology) and the content of education (curriculum) for optimum results. This is with the justification that the knowledge economy operates on the principles of uncertainty - how much knowledge is gradually giving way to how well one has learnt to learn.

Keywords: Innovation, Educational quality, Educational process and educational content.

[31]

LAUGHING IN THE SUN: MOTIVATING LEADERSHIP SKILLS AMONG ADOLESCENT GIRLS IN RURAL INDIA

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ABSTRACT

Judith Butler (1990) argued that gender and sex are fluid and malleable constructions:

"If the regulatory fictions of sex and gender are themselves multiple contested sites of meaning, then the very multiplicity of their construction holds put the possibility of a disruption of their univocal posturing."

The present paper seeks to highlight upon that "possibility", and posits strategies of disrupting the stereotype roles assigned to adolescent girls in rural India by motivating leadership skills in them. The theoretical premise of this paper is based upon an action research project on the same line that we had undertaken in the two districts of Kamrup in Assam and South 24 Parganas in West Bengal. Though female literacy rate in India, as revealed in the Census Report, 2011, is highly skewed, the disparity between average female literacy rates of rural and urban areas is glaring. Female literacy rate in rural India is 58.8%, which is 21.1% below female literacy rate in urban areas that stands at 79.9%. This low literacy rate is one of the major causes and the effects of women being ascribed a relegated position across societies in rural India. The paper suggests that teaching communication skills, along with critical thinking, problem solving and decision making skills would help not only in ameliorating the position of women, but also dispel the gloom precipitated by sex and gender based roles, and usher in a fabric of life for women in rural India, where they can laugh in the sun.

Keywords: adolescent, girls, communication, critical thinking, problem solving, decision making, leadership

[32]

THE VARIOUS ROLES OF FEMALES AS REPRESENTED IN GANDHARA SCULPTURE

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ABSTRACT

Gandhara art has proved to be an effective expression language which if researched from different aspects will prove of great help to fill the missing links of the history of the time. The present researcher is interested to work on the different roles of the women of India as represented in art, particularly, that of Gandhara. This study will lead to the identification of the status of women in the society.

The researcher has identified the various roles of females in Gandhara art in the following categories: i- Females in sacred roles; ii- females in Secular roles; iii- females as prostitute; iv-females as entertainers (attendants, dancers and musicians etc).

The paper, thus, focuses on the above mentioned various roles of females as represented in Gandhara sculpture, supplemented by texts.

Keywords: Roles, statuses, identification, female, Representation, Gandhara, Art, Sculptures, History.

[33]

AWARENESS LEVEL OF PREVENTION OF DOMESTIC VIOLENCE ACT NO 34 OF 2005 - A STUDY CONDUCTED ON AGGRIEVED PERSONS IDENTIFIED BY WOMEN IN NEED ORGANIZATION, COLOMBO

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ABSTRACT

Domestic violence is a wide- spread social problem in Sri Lanka. Most of the victims of domestic violence don't know that this is a crime and the perpetrator can be punished. Therefore this research aims to find out whether people are aware of the Prevention of Domestic Violence Act and the obstacles in implementing the orders made by the Court and the Social Work intervention in the field of domestic violence. This study was conducted at the Women In Need organization, Colombo. Thirty questionnaires were administered in order to obtain the relevant quantitative data through availability sampling. Face to face interviews were carried out for two Lawyers and two Women Activists from Centre for Human Rights and Development (CHRD), Colombo to gather the qualitative data. The findings of the research show that alcohol consumption as the major reason for domestic violence and victims are not aware of the Prevention of Domestic Violence Act despite of their education level. Further this study shows that culture and social stigma play a vital role in implementing the Court orders and the victims are financially dependent on their husbands which prevent them from seeking recourse to legal remedies. Most of them reported that they are not aware of the role of Social Worker in the field of domestic violence though it was provided for in the Act. Domestic violence cannot be eliminated overnight and it can only be gradually reduced by increasing the awareness of people.

Keywords: Domestic Violence, Awareness level, Prevention of Domestic Violence Act, Social Work

[34]

INDIGENOUS FEMINISM IN MOTHER FOREST: THE UNFINISHED STORY OF C. K. JANU

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ABSTRACT

India has a large body of work on contemporary Indian feminism, including the circumstances under which 'adivasis' or tribal people live. Sometimes the best historical insights are provided by autobiographies/biographies about and by those who are truly 'subaltern'. Scholarly interest in the recovery of the voices of the backward castes and of women has led to a new genre of mediated autobiographies. In this paper titled 'Indigenous Feminism in Mother Forest: The Unfinished Story of C. K. Janu', the focus would be on the new and alternative ways of representing 'adivasis', especially 'adivasi' women. Mother Forest: The Unfinished Story of C. K. Janu (2004), the life history of Janu, is part of a new genre, standing somewhere between autobiographies and biographies. This mediated narrative can definitely be used as method for defining the new shades of indigenous feminism which brought commendable changes in the social and political history of Kerala. This work, a passionate account of Janu's struggle, also gives a vivid portrayal of the systematic betrayal of the tribals, by the political parties as well as the environmental activists in modern Kerala. A simple, but powerful document of how the tribals lost their old order of life, once lived close to the rhythms of Nature, the book discloses how basic human rights, especially women's rights, are grossly violated and how this has led to a resurgence of indigenous feminism which is highly relevant to modern India.

[35]

RECRUITING WOMEN TO THE CAUSE: ISIS AND THE CHANGING DYNAMICS OF FEMINISM

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ABSTRACT

The purpose of this study is to understand the present situation with regards to ISIS and women from the perspective of Feminist International Relations Theory. The volatility of the Middle East is increasing on a daily basis and women are at the epicentre of danger with violence being meted out by religious extremists who are espousing the creation of a new religious empire. Since the assent of the Islamic State (ISIS), women's role in domestic and trans-border relationships have taken a complex turn. Some women voluntarily join their ranks whilst others have been forcibly uprooted from their natural environments to be bought and sold in the open Islamic State marketplace. However, this has not precluded women from implementing measures for mitigating the threat from ISIS. Women have taken a literal stand against aggression, taking up arms and forming militias to combat and protect their societies and families. In light of the ISIS manifestation, the feminine approach of conducting transnational politics in a masculine world, more so in a traditional patriarchal society such as in the Middle East, has experienced significant change. Thus, this topic will assess the discourse between ISIS and female life in the Middle East from the point of view of Feminist International Relations Theory. The study will comprise of primary and secondary information.

Keywords: Feminism, ISIS, Women, International Relations, Middle East

[36]

THE TAMIL THIRUMOLI PIONEERS OF THE CONCEPT OF KAMA

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ABSTRACT

The common word to denote sexual instinct in Sanskrit is kāma, Tamil kāmam or iṉpam. It may stand for love, infatuation, lust and so on depending on the situation in which it is employed. Love is prema. Śṛṅgāra is one among the aṣṭarasas (mental flavors) that displays the mood of love in dance or drama. The aṣṭarasas are brought under three basic gunāṃśas, via, sattva (Viṣṇu), rājasa (Brahmā) and tāmasa .Śiva). It might suggest there is no life without enjoyment of the sensual pleasures. Even the puritan yogis or ṛiṣis may not be free from sexual urges as it has been said in the purānic mythologies. It all expresses the naked truth that kāma was the nodal point around which the life of a man if not woman evolved. The Tamil didactic work Tirukkuṟaḷ by sage, Vaḷḷuvar (the soothsayer's caste, one among the pañcamas) is considered very high in Tamil literary circle. It consists of three integral parts called aṟam/dharma, poruḷ/artha and kāma/kāma that suggest all these three are inseparable and interlinked. A cursory glance on the subject matter of this work is presented. The Cilappatikāram and Maṇimēkalai are the Tamil Twin-epics that are closely related with the thematic category. They show how kāma is the basis of rise and fall in human culture.

Prema creates and kāma destroys. All this was due to the evil impact of kāma that possessed the prince. The philosophy behind the epic is one should give up kāma and renounce worldly life. Both the epics tell the morality of kāma. He was under the spell of kāma that results in his death.Love does not oscillate between the sadists and termagants. Love is love and it is an eternal subject as long as man, may woman and man survive. Anthropoids like monkey do not draw a picture or make a sculpture of erotica and enjoy it looking at the mirror. Man is his fancy to explore the curiosities of love and sex created. Sex is not a forbidden theme in any part of the world and in any literature. The samples from Tamil and Sanskrit literature would prove sex in it normal course was confined within the four walls of the family. Love was common to all. It has not national, racial or boundary of any kind. To say very crisply, man or woman cannot live without sex.

Keywords: kāma, , iṉpam, aṣṭarasas, , aṟam/, artha ,kāma/, parattaiyar,Kāmasūtra, Prema,, Love, sex.

[37]

THE SYMBOLIC SYSTEM OF THE FIVE ELEMENTS IN THE CHINESE FENG-SHUI ARCHITECTURAL TRADITION

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ABSTRACT

In the age-old Chinese Feng-Shui architectural tradition, a variety of symbolic systems have been used to explain and establish the principles for the design and construction of man-made surroundings. Among these symbolic systems, the so-called Wu-Xing, also known as the Five Elements, is probably the most fundamental one, as shown in classical texts as well as in current practice of Feng-Shui. As a conceptual scheme developed in the ancient Chinese philosophy and cosmology of the Yin-Yang School, the five elements of Earth, Wood, Fire, Metal and Water, which together constitute the Wu-Xing System, respectively represent five different physical attributes and five distinct positions (i.e. center, east, south, west and north). Over a long period of time, a series of complicated but somewhat correlations between these attributes and positions of the Five Elements, together with the associations between the Wu-Xing and many other symbolic systems, have been used to form the basis of numerous Feng-Shui principles regarding the location, the orientation, the arrangement and the spatial hierarchy of built spaces. This paper aims to explore the historical development of the role of the Wu-Xing System in the Feng-Shui tradition and the meanings of the Feng-Shui principles based on this system. The analysis in this paper will be conducted according to the frame of the 'Axis Mundi & Cosmic Cross' established according to the paradigm of 'architecture as a representation of realities'.

Keywords: Feng-Shui, Wu-Xing, Five Elements, Yin-Yang School, Axis Mundi

[38]

EXPLORING *JAMASAN PUSAKA* RITUAL FOR *KERIS* AS REALIZATION OF SPIRITUAL BELIEF IN NGAWI TOWN, EAST JAVA

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ABSTRACT

Indonesia, as a country which is rich of its culture, has many cultural heritages in form of material folklore. Keris, a concrete product of traditional culture, is one unique heirloom that has been recognized by UNESCO as precious cultural inheritance. Historically, keris used to be functioned as weapon in wars. But now, its function shifts to be the complement of Javanese exclusive costume, to lift their dignity. Javanese traditional people believe that there is supernatural power that cannot be seen trivially within keris. Since it is considered as sacred, the Javanese traditional heirloom also needs safekeeping, a ritual named Jamasan Pusaka (rinsing the heirloom) to clean it up every sura, the first date in Javanese traditional calendar. Ironically, people owning it do not understand the importance of preserving the keris by rinsing it to maintain its supernatural energy. This research conducts reciprocal ethnography approach for some respected figures in rural area in Ngawi town, East Java, in order to be able to reveal the transformation of the standard pattern in the ritual and how it is adapted into today's society who lacks of awareness towards cultural heritage. To arouse people's understanding about preserving the valuable relic properly, the study on Jamasan Pusaka which aims to explore the function of rituals and to uncover the relation between the symbols and meaning of the succession of the ritual, was done.

Keywords: Keris, Jamasan Pusaka Ritual, function-symbol-meaning, Ngawi Town.

[39]

RELIGIOUS CONFLICT IN HINDUISM AND JAINISM IN TAMILNADU

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ABSTRACT

Recent years have witnessed the rise of a need to rethink the history of Brahmanism. Various factors indicate that it makes sense to think that this tradition underwent a major transformation during the final centuries preceding the Common Era. Moderately on the contrary, Brahmanism presents itself as initially belonging to a geographically limited area, with its heartland in the middle and western parts of the Gangetic plain. It was in this region that Brahmanism was at that time the culture of a largely hereditary class of priests, the Brahmins, who derived their livelihood and special position in society from their close association with the local rulers. This situation changed. The most plausible hypothesis as to the reasons of this change sees a link with the political unification of northern India, begun by the Nandas and continued by the Mauryas. Both the Nandas and the Mauryas had their home base in the region called Magadha and had no particular interest in Brahmins and their sacrificial tradition.

A heady period of vigorous Brahminical revivalism that rapidly gathered strength after the 7th century C.E. It has to be remembered that this was not a 'Hindu' revival because the idea of Hindu as a religion was not known at this time. During the Puranic period most of the people worshipped numerous animist deities usually presided over by Brahmin priest who chanted elevating Vedic hymns even though all the Vedic deities like Indra, Rudra and Nasatys had now vanished. Many animist deities and several goddesses were absorbed into a new Puranic Hinduism that included non Vedic deities like Siva, Ganesh, Hanuman, Kubera, Kali, Durga and other and new philosophies like reincarnation, Karma and Dharma were borrowed from Buddhism and Jainism.

Keywords: Brahmanism, sacrificial tradition, Brahminical revivalism, Puranic period Vedic hymns, Puranic Hinduism , Vedic deities, Karma and Dharma, Buddhism and Jainism

[40]

REDISCOVERING THE FORGOTTEN VALUE OF HARMONY BETWEEN NATURE AND PEOPLE IN *TEMANTEN KUCING* RITUAL

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ABSTRACT

With hundreds of ethnic groups inhabiting its archipelagos, Indonesia is recognized as one of the most diverse countries across the globe. Javanese, one of the original ethnic group which is well-known having various custom and tradition called Javanism, has produced local wisdoms teaching the harmony between people and nature. One of its existing products is Temanten Kucing, "Cat Wedding ceremony". Temanten Kucing is a Javanese ritual conducted by communal community in Pelem village, Tulungagung, East Java, in order to beseech rain to God. Most of the inhabitants of Pelem village work as farmer, an occupation which depends on the availability of water. When dry season which endangers the farm comes, this ritual is held. This ritual basically teaches people how to interact with nature. Besides, it also educates people through its very deep value depicted in the ritual offering served in Temanten Kucing ritual. However, finding gained from ethnographical approach shows that nowadays Temanten Kucing ritual has transformed. Since its essence is not understood, the perspective of the society toward this ritual have shifted making this ritual in danger both in term of its existence and its Javanese value. The growth of technology, tourism, religious belief, and even education take part on jeopardizing this ritual. Those factors force this ritual to transform and adapt to the new culture in order to be accepted by "nowadays society".

Keywords: Temanten Kucing, Javanism, Pelem Village-Tulungagung, ethnographic approach, transformation and adaptation.

VIRTUAL PRESENTATIONS

[41]

A "LIBERAL BOY": CINEMATIC REPRESENTATION OF THE AUTONOMY OF CHINESE YOUNG PEOPLE

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ABSTRACT

The purpose of this study is to discover how Chinese young people's autonomy depicts in the Chinese film City Monkey directed by Kong Lingchen in 2010. This film is a very good example of a film that seemingly offers, straightforwardly, a parenthood or a motherhood role model, but actually undermines its attempt to create 'liberal-boy' images in numerous ways. It demonstrates the struggle that adolescents go through in their lives to attain self-reliance, and also, an inherent desire to commit to what they really want in the world. Upon examination of cinematic image of Chinese young people, it clearly illustrates how hard it is for a Chinese youngster to attain autonomy: emotional, intellectual, and physical. Through showing the complete set of relationships in a total film, this study highlights that this youth film constructs meanings via form as much as via content, and those ethical meanings are undercut rather than enhanced by local filmmaking practices and the ideological conditions within which they take place.

Keywords: Chinese adolescents, autonomy, rural youth, youth genre, film studies

[42]

ADAPTATION OF FOLKTALES

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ABSTRACT

Folktales and legends have not only been retold; they have also been adapted. This means that the story line has been kept, but the setting has been changed; or the story has been told in another medium such as opera, ballet, drama, or film.

Folktales are now being looked upon as malleable pieces of art. So malleable that they can be squeezed into a different medium within a certain boundary of practicality .One folktale now exists in several different forms. We tend to have a better relationship to adaptations than we do with, say, remakes. Not only are these two news bits indicative of how bendy we can make movies and books and TV, but even with an eye roll or two, it seems clear that we embrace adaptations. Perhaps that's an assumption based on the sheer number of them. At least, for the most part, we tolerate them in such a way that encourages people to make more.

That might be because adaptations have been with movies since the beginning. Being the youngest art form at the turn of the 20th century ensured that filmmakers would be turning to already classic tales like folktales of regional languages.

So maybe it's an issue of true transformation — allowing for adaptations because they will turn the same ingredients into a different meal while remakes don't inherently change anything. Change a folktale into a movie, and you've done something. Turn a movie into a movie, and you seem like a tracer. The film makers still have a ways to go exciting, but using how well one art form gives birth to another isn't a bad yard stick for cultural significance.

Keywords: Folktales, adaptation, films, transformation, The Secret of Roan Innis, Ondine, 300, Crouching Tiger, Hidden Dragon, comparison, analysis.

[43]

INDONESIAN LANGUAGE FOR FOREIGN SPEAKERS (BIPA) MATERIAL EVALUATION AND DEVELOPMENT: A CASE STUDY

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ABSTRACT

Up to now, there has been lack of evaluation on BIPA materials. Compared to foreign language learning which has improved rapidly, BIPA is outdated. Material evaluation is considered important as to catch up with current issues in language development. Therefore, an evaluation on BIPA materials is needed. This research is aimed at identifying the weaknesses of previous BIPA materials and developing BIPA materials. This research is descriptive qualitative. It evaluates the materials by adapting the evaluation rubric proposed by Rose (2007). The rubric consists of organization, content criteria, and inclusion criteria. The data were collected by employing library research method. The result shows that the samples of BIPA material do not contain clear and comprehensive introductions and summaries. They also contain no references, bibliography, and resources. However, they provide accurate and current information. In terms of content criteria, the materials give real-life application, but the information and directions are not clearly written and explained. They also lack of pictures and activities suited to diversity of student abilities, interests, and learning styles. The research suggests that BIPA material developers present clear learning objectives and create materials that trigger an interest in various learning styles.

Keywords: BIPA, material evaluation, material development

[44]

TRANSFORMATION OF URBAN ARTERIAL ROADS TO ADOPT AS INTEGRATED ACTIVITY AVENUES

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ABSTRACT

A city is an assemblage of various components mainly consisting of built forms for activities and streets for mobility forming a dense layered system comprised of natural and manmade elements. Amongst the manmade elements, urban arterial roads being regional routes form the network of major travel routes throughout the city. Apart from mobility, these networks provide a podium for diverse array of social and recreational activities for its urban inhabitants, constituting livability and thus forming an important part of the public realm.

As an ever evolving organism, the city absorbs new activities that are result of constantly changing economic statistics crystallizing into built envelope of new typologies that in turn create a new set of mobility and activity patterns fuelling the spatial expansion. There is a dire need for urban arterial roads, which are affected by this cycle of spatial expansion to transform themselves as multi-functioning avenues to adopt the evolving mobility and activity patterns.

Presently, these road networks need a re-configured design vocabulary to address these twin needs. This re-configured design vocabulary should contemplate functional (transportation and land-use), physical (built envelope) as well as socio-cultural (cognition of community) characteristics so that they **adopt and address the challenges of urban transformation.**

In this context, this paper attempts to analyze the nature and causes of transformation of urban arterial roads of Bangalore city, Karnataka, India and further explores pragmatic design interventions that help the urban arterial roads to embrace the transformation gracefully there by positively impacting the livability of a city.

Keywords: Urban arterials roads, Transformation, Integrated Activity Avenues, mobility, spatial expansion, livability

[45]

NOT SO GRIMM ANYMORE: ADAPTATION AND TRANSFORMATION OF FAIRY TALES IN "ONCE UPON A TIME"

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ABSTRACT

Tales, which are important cultural elements since early times, began as verbal folk tales, and their purpose was to give advice to the listener. They were written down in time and the tales that contained scary elements were soften in order to make them more suitable for the children who will read those tales. Without doubt, the most popular tales were Grimm Brother's tales. Via the modern tale narrators, cinema and television, Grimm Brother's tales were adapted several times and those tales were told to either children or to adults as in the format of horror films. Within this study, the TV series 'Once Upon A Time' which has been on the American television channel ABC since 2011, was found as a valuable subject to cover because of its combination of the tale heroes in a modern world and because of the changes it made on the stories and the characters of the tales and tale heroes. In this study, how the heroes and the tales were changed in this adaption will be covered and semiotic analysis will be used.

Keywords: fairytale, tvshow, tvseries, adaptation, transformation

[46]

UGC- THE NEW GO-TO JOURNALISM?

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ABSTRACT

Mainstream media has been at the receiving end of scathing attacks for several decades now. It is in such a heated milieu, that the internet has amplified its bounties; empowering citizens to not only gain access to or share information, but also to voice opinions. In this research, I aim to explore the trends of citizen journalism in popular culture and its rise as an avant garde public sphere. The first section delineates the myriad characteristics of the public sphere as put forth by Jurgen Habermas and its implications in a contemporary world. I review critically, the aspects of 'public and private' as purported by Habermas and conclude with drawing parallels between the emergence of User generated content and public sphere. In the second section, I seek to examine the escalating feud between User generated content (UGC) and mainstream journalism; whether the rise of UGC is possibly the end of conformist journalism. The research also seeks to embolden the transformation of audience roles from mere spectators to content creators, shapers and filters; namely the metamorphosis of audiences from a passive to an active role in the news creation process.

Keywords: User generated content (UGC), Journalism, Public sphere, Jurgen Habermas, public and private, popular culture.

[47]

FUTURE TENSE IN JAFFNA TAMIL – A   MORPHOLOGICAL STUDY

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ABSTRACT

Tamil   is   one of   the major   Languages Spoken in Sri Lanka. Tamil belongs to the Dravidian Language Family. Tamil is mainly spoken in Northern and Eastern part of Sri Lanka. Morphology and Syntax are the main areas of the grammatical study in Linguistics. Morphology has two major parts. These are   Noun morphology and   Verb morphology. Morphologically there are three different tenses in Jaffna Tamil. These are   Present tense, Past tense and future tense. Perfect tense and   progressive forms   are   used mostly   in Literary   Tamil. The Tamil data represent   the   Author's   Own dialect the Jaffna Spoken Tamil. The main Objective of this paper is to bring out the peculiar aspects of future tense in Jaffna spoken Tamil. This study involves Descriptive and Comparative methodology. Primary data was collected through Self- Observation and personal interview method. The Secondary data includes related   Books, Articles of the Journals and Conference proceedings.

Keywords: Future   tense, Jaffna Tamil, Verb morphology

[48]

AN ADAPTATION FROM OTTOMAN EMPIRE TO TODAY: ALEM-IMUSIKI MAGAZINE

ALEM-IMUSIKI MAGAZINE AND OTTOMAN EMPIRE

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ABSTRACT

Alem-I Musiki magazine, whose first copy was issued on 1 October 1919, is the second music magazine which was released in Ottoman Empire after GıdayıRuh which was first issued on 23 September 1896. Magazine, issued by composer Mehmet Baha Pars in Bursa, was brought out every fifteen days. Last issue of the magazine which had sixteen issues in total was released on 15 May 1920.

Five volumes of this sixteen-volumemagazine, whose language was totally Ottoman Turkish, were translated into modern-day Turkish and were analyzed within the context of Historical Musicology Researches. As it was mentioned in the first volume, magazine was not only for people who were working with music, on the opposite it was indicated that topics which people with a kind of music taste could easily read and understand were touched upon. It is reported that even if it was the second magazine to be published, there weren't any magazines which everyone could understand up until the date the magazine was issued.

It stands out that after a few short descriptions of music, both Western and Eastern music were examined and compared. This comparative exposition, which was made in 1919 considering the point arrived in the historical process, constitutes an example to multiculturalism in music. Apart from the fact that mostly Western music is analyzed,works from three modes were included with lyrics at the end of each volume.

Even if Eastern Music and Opera, KarNatıklar and Opera were compared in these five volumes, it is thought that the ideas that Eastern and Western music can't be seperated, and also music is unique but tone and styles can change form an important source in terms of change and transformation.

Keywords: Western Music, History of Turkish Music, Musicology, Historical Musicology

[49]

UNDERGROUND SIGNS

IN THE UNDERGROUND TRACES OF THE HISTORY OF CITIES: THE APPROACH OF DATABENC PROJECT TO VALORIZATION OF NAPLES' CASE

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ABSTRACT

The hill of Capodimonte is located in the North of the city of Naples and is considered to be the hearth of Naples since it has been constantly inhabitated during all the history of the city. At the very beginning it was the place for Hellenic burial, than Romans drug catacombs and Dominicans had their rituals. The hill was also used to dig the yellow tuff to build the city and the caves used to erase the effect of epidemics on the surface as public cemetery. The area was at the centre of the local economy and beautiful buildings were erected by the most famous architects during the Modern Ages and magnificent churches were erected.

Nowadays this area is experiencing the effects of isolation due to the construction, in 1809, of the Sanità bridge which emarginated and declassed it.

The project DATABENC selected this area to develop a "Virtual museum in the Sanità" where the cooperation between urban historians, archaeologists and virtual project engineering experts can allow the cultural valorisation of its underground stratification.

An interactive itinerary throughout historical places, Neapolitan folklore and architecture to introduce this overturned   approach to one of the most representative Italian cities.

Keywords: underground, stratification, Naples, culture

[50]

INSTITUTIONALIZED SEXUALITY: SLAVERY AND HAREM IN IMPERIAL INDIAN CULTURE

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ABSTRACT

"The overthrown of mother right was the world -historical defeat of female sex. The man took command in the home also; the women was degraded and reduced to servitude, she became slave of his lust and mere instrument for the production of children." (Engels)

Women remained the major portion of slavery during the medieval era. They have been used for various purposes i.e. concubines, wet nurses, maids, domestic servants etc. Woman slavery was the part of imperial Indian social structure from ancient times. She was "dasi "who served her religious master on the cost of her life. Different legal codes regarding slavery are based on the professed beliefs in the egalitarian ideals. Turkish conquest of India gave legitimacy to slavery and concubines. War prisoner women were generally distributed among nobles and officers of the Sultan. He also determined the price of women slaves in the open market which was normally low from the domestic animals. In Harem these women slaves shouldered every responsibility. Female slaves could be bought and sold like other commodities. Mughals had institutionalized the various categories of slaves. i.e. servants of harem and personal attendants of King (concubines). Mughal Emperor Akbar (1556-1605) was against women enslavement but his harem had a large number of women slaves (4500). Noor Jahan Mughal Queen (1683-1645) arranged marriages of her women slaves but she could not abolished the oppression of this class. This paper analyzes the Muslim rule which increased the Indian women enslavement through religious perpetuation. Many laws were passed to eliminate each form of slavery but it could not minimize the miseries of these oppressed women. Mughal left many cultural imprints on Indian history .It is also explored in this paper, the cultural heritage of Muslims in sexuality and gender discrimination in India.

[51]

NEW TREND IN WRITING SHORT POEM IN THE SINHALESE LITERATURE

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ABSTRACT

It is not an exaggeration to point out that the poem is wonderful finding of the mankind to express their emotions. Most of nations and countries have their own literature which is based on the poem. The poem has been examined by the world-wide scholars; no one so far could able to define this perfectly. At present in Sri Lanka, it can be seen that many new tendencies on the poem are prevalent. Short poem is one of them. Ariyawansa Ranaweera is one of most prominent Sri Lankan poets who have the capability of field. According to the history of Sri Lankan literature, there can be seen the short poem in Sigiri graffiti in the Anuradhapura era. That means, at the beginning there was an own Sinhalese tendency of the short poem. Because of the influence of Sanskrit literature, that short poem tendency was gone underground in the society. It is clear those short poems are not far away from the Sinhalese literature. Today, poets and readers are very enthusiastic about brief verses. It has proved that day-to-day newspapers attached to the tabloid. The Sinhalese short poem can be defined in different ways. Normally, short poem poets do not use figurative style. As well they do not use exaggerative similes, attractive metaphors. But they use an emotive language, a direct phrase, meaningful usages and an imagination language to describe the reality of the world. In addition to short poems are included not as much of words and these do not waste additional words as well. If there is less words it does not mean, it has less meaning. The short poem has a massive meaning from a few words. As above all fact have, this study is promoted the short poem tradition in Sri Lanka.

Keywords: Short Poem, Sigiri graffiti, Few Words, Massive Meaning, Direct Phrase, Meaningful Usages

[52]

HOW *CULLANĀRADAJĀTAKA* EFFECTS IN THE PROCESS OF SOCIALIZATION?

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ABSTRACT

The person and society are interconnected things. Socialization is one of the most important processes in the society. To build up a better society, it is very necessary to introduce members endowed with good personality to the society. As a humanistic philosophy, Buddhism always has paid its attention to the social matters including socialization. Though this fact is available in the Tipiṭaka, the research will come up with the CullaNāradaJātaka to discuss the above fact.

The aim of this research paper is how to socialize a person with a good understanding and to introduce the tasks should do by parents on children in a better way to socialize them. According to the story, at the moment, the son is going to be a socialized one, the facts presented by his father are ever worthy. These are applicable even today. The father draws the attention of the son to a number of things:

"Keep clear of every precipice, from poison keep afar,

Sit never in the mud; and walk with care where serpents are"

Precipice- women "They catch young hearts, as hurricanes catch cotton from the ground"

Poison - wine "…that men call wine, fragrant, delicious, honey-sweet, and cheap, of flavor fine. The wise say that this is poison."

Mud - honor, respect, fame and gain "high honors shown by other are mud…"

Serpents - rulers and politicians are the snakes…"

The father does not hold his hand and leads him out of darkness. Rather give him the light for him to find the path. According to context, although the above first fact is connected with males, we can make it relevant to the females in opposition way. It is parents' responsibility to make the correct path for their children and to inculcate good deeds with understanding. The aim of inculcation is to avoid them involving in wrong path. Finally, we can conclude that the above facts quoted from the CullaNāradaJātakavividly direct a person to be socialized with a pleasant personality which is worthy to the existing society.

Keywords: CullaNāradaJātaka, society, socialization, good understanding, personality

[53]

REPRESENTATION OF HINDU MYTHS IN THE PAINTINGS OF GEORGE KEYT: A CRITICAL STUDY

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ABSTRACT

India has been the land of many myths and legends. For ages, artists have found inspiration in the religious narratives of this nation. Events and characters from Vedas, Upanishads, Puranas, Jatakas to epics like Mahabharta and Ramayana, all have found expression through our artistic idiom. By and large, Indian culture in its utmost diversity has made an everlasting impact on non- Indian societies. Presently and even the past, foreign visual artists and other cultural practitioners have drawn inspiration from the religious philosophy and mythological narratives of our country. Among them, one of the key figures from the last century was the famous Sri Lankan artist- George Keyt, who was very much moved by the cultural ethos of India. This paper aims to critically evaluate the paintings of George Keyt based on Hindu and Buddhist myths. This paper also tries to locate the narrative transformation within the pictorial expression of the artist. The paper will also be delving into select mythological paintings of George Keyt, discussing his contribution to the development of Indian Modern Art.

Keywords: India, myths, foreign artists, mythological, paintings, art

[54]

FINDING IDEAS AND INNOVATION TO WRITE THE TRANSFORMATION OF MAIN CHARACTER: AN EMERGING WRITER'S CREATIVE PROCESS IN WRITING A SHORT STORY

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ABSTRACT

Writing fiction provides an instinct for human beings to express their feelings, their thoughts, and their experiences in form of words. In creating my fiction, I am inspired by some other fictions and some theories of writing fiction. This paper discuses reading materials which have significantly affected my creative process as well as my own development as an emerging writer. Through this paper, I am going to report what story I have written and how I wrote it down. I focus particularly on how I can get ideas for my short story and how I can find an innovation to write the transformation of main character in writing the fiction. The conclusion of this paper is that doing a high effort to find ideas and innovation is a significant stage to an emerging writer for making transformation of main character as well as for creating a good piece of fiction.

Keywords: creative process, transformation of main character, writing short story

[55]

LOCATING THE TRANSFORMED: EUROPEAN GIFTS AND ITS IMPACT ON IMPERIAL MUGHAL MINIATURES

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ABSTRACT

During the 16th and 17th centuries, the nature of diplomatic gift exchanges between Mughal Empire and Western colonial powers played a crucial role in the patronization and production of the Mughal imageries. In order to establish political alliance and to facilitate religious propagation, a steady flow of gifts arrived from the different European courts through ambassadors, missionaries, merchants and travelers. From religious imagery and objects to objects of everyday use, gradually all such gifts formed a corpus of western imagery from where Mughal artists and artisans found new inspiration for their works. The exposure to western imagery brought major changes in the Mughal pictorial idiom. The constructs of the European images were not only adapted by the Mughal artists but was also transformed to a great extent. Through such process of internalization, many thematic and pictorial changes can be located. This paper will engage in a comparative study of select western image sources and Mughal miniatures to understand the process of adaptation as well as thematic transformation in Imperial Mughal paintings, produced under the patronage of Akbar and Jahangir. It will also examine the role of two opposing religions in the artistic production. The paper will further illustrate how the European figures from the source imagery in question; gain a new identity of 'other', in the hands of the Mughal artists.

Keywords: Mughal, miniature, European, gifts, 'Other'

[56]

MEMENTO MORI: DEATH AND RESISTANCE IN POLITICAL PHILOSOPHY

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ABSTRACT

Death as a remarkable event in the lives of human beings has always occupied an important position in political philosophy: many philosophers, thinkers, theorists, as part of elaborating their various theories on political life, Attempted to explain the reasons for death, the nature of death and the postmortem stage;

In this paper I argue that the position of death and its interpretation as an event influenced how the way different political philosophers considered resistance to political Authority.

 Also it argues that the feasibility of Resistance as a Choice is shaped by some cost-benefit calculation in each philosophical tradition viewing death.

Viewing death on the individual level as an existential question manages to explore the relation between death and resistance on that individual level, yet it puts collective resistance movement in a paradox, only to be solved by posing the question of death as a social phenomenon.

To further this argument, I will discuss the concept of death as a vital element in the mechanism of state politics. The various traditions of interpreting death and, how these traditions, influenced by their view of death, considered resistance as feasible or unfeasible tool in politics. Also death as a social question will be discussed as a way out from death solipsistic tendencies .and finally how these arguments might benefit knowledge and society.

Keywords: death, resistance, political, philosophy, economics, sociology

[57]

PEACEFUL CO-EXISTENCE IN A MULTICULTURAL SOCIETY: AN ISLAMIC PERSPECTIVE

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ABSTRACT

The living together and peaceful co-existence is the primary message of Islam. However, recent incidences in Muslim societies convey otherwise. The justification of violence from the religious texts not only led the non-Muslims to identify Islam as all about terrorism but also made the Muslims to be confused with pluralistic co-existence and harmonious living together. The religious tension prevailed in Sri Lanka in recent past could be interpreted in this background. This article, therefore, examines Islamic view on peaceful co-existence in a multicultural society with special reference to Sri Lanka. A structural questioner was distributed among the different levels of people, Muslims and non-Muslims, intellectuals, students, social activists and religious leaders to highlight the problem. The contextual methodology will be used for textual analysis. This article will provide a vibrant view of Islam on peace and motivate the Muslims to promote harmonious living together without allowing the extremists to represent their religion. This research also will postulate a proper communication scheme to Muslims and Buddhists to understand each other and to contribute to socio-cultural and political development of the country.

Keywords: Peaceful coexistence, Islamic view on peace, Muslim-Buddhist relation, Extremism, Contextualization of Islam, Muslim-Buddhist dialogue.

[58]

A STUDY ON ENRICHMENT OF THE RURAL MURAL PAINTING OF JHARKHAND, INDIA

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ABSTRACT

India has a rich storage of traditional wall painting from pre-history to present period. The style of painting culturally differs in every province. There is a livelihood tradition in the rural Jharkhand which enlighten their social structure with cultural individuality. The rural community of Jharkhand is depending on agricultural and participating in regular socio economic and cultural activities. The communities of Scheduled Cast and scheduled tribes take great pride in their art and design, which is a part of decorations of their mud houses. Now a day's mud plaster has been replaced by cement and the need for annual repairing of the houses is gradually diminishing, therefore the paintings are mostly about to absent. In the present scenario the interest of the population concerning painting is lacking behind due to socio economic lifestyle and globalization. Vast differences between the modern and traditional techniques such as natural colours have been replaced by the synthetic colours. Ethnographic study has been conducted at selected areas like Jorakhat, Hazaribagh and Rajnagar, East Singhbhum. This paper explores and analyzes the various forms of tribal and folk art and culture. The study addresses the enrichment of different mural art which can help the present population to understand the culture and tradition of rural communities along with design elements in architectural art. Thus the people are to be encouraged by designing a new or modern pattern of architectural art. Campaign, workshop and group counselling will help to motivate them from this study.

Keywords: Rural Murals, Art and culture, Architecture

[59]

NATURE OF WOMEN PARTICIPATION FOR HOSPITALITY INDUSTRY IN SRI LANKA

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ABSTRACT

Tourism and hospitality industry is the large and fast growing service sector, that accounts for a significant portion of global economy, and in which women represent a majority of the workforce in many countries. However, despite some change over recent decades in some countries, this numerical representation is not mirrored in the role of that women play in the technical or managerial leadership in the industry. Given the pace of demographic, economic and technological change in many countries and regions, a hotel workforce in which women are represented at all levels should be a major feature over the next decade in most part of the world. Moreover, women comprise an even large proportion of hotel clientele as more are travelling for business and leisure, and this will have an impact on gender equality in the recruitment of staff. Accordingly, this paper articulates major issues that often determine the role that women play within the hospitality industry workforce and a reasons to make a difference to their status and opportunities within the sector. Following case study method in selected six hotels in countryside, Sri Lanka, the study has employed qualitative methodology for data collection and analysis. Moreover, the study findings highlights cultural and structural issues, wage priority, promotion opportunities and the role of women in hospitality industry are as major factors to determine women participation in commercial hospitality in Sri Lanka. The major implications are based on hospitality management education and awareness to make gender equality by removing cultural and structural barriers which keep women in the margins of leadership especially at work.

Keywords: Commercial Hospitality, Gender equality, women participation, Sri Lanka