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On the Components, Cognitive Demands and Educational Influences of the 'New Literacy'

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Abstract

By observing the different representations of the New Information and Communication Technologies and their influences, this article has demonstrated the constitutive components and cognitive demands of the 'new literacy', based on which we have further discussed their influences respectively to studying models, knowledge construction processes, education and scientific researches.

Keywords: NICTs, new literacy, information literacy, education

Introduction

The 'new literacy' is a new concept recently appeared to define the new 'civilization level' or the 'reading and writing performances' of social individuals under the new environment of New Information and Communication Technologies (cited as 'NICTs') (Lyman-Hager, Johns, Nocon and Davis, 2002; Kress, 2003). Morphologically speaking, the word 'literacy' has an inseparable relation with the history of monasticism and of church schools after the decay of the Roman Empire in western Europe, which signified the ability to read Scripture and to form letters on the page. Today, this word has usually two significances: one is 'to be civilized', which implies to have enriched general knowledge especially in mathematics, music and architectures; the other is 'to be literate', which implicates to master the special reading and writing tools or techniques making oneself to be more privileged than others (Steiner, 2007).

From a traditional point of view, be able to reading the reviews, magazines, books and documents are the concrete representations to be literate. Since the Second World War, followed with the rapid theoretical and practical development of information coding and decoding techniques in occidental countries, electronic and computer technologies have entered in to an explosion era by pushing the internet and NICTs into the frontier. This situation has made the traditional concept of 'literacy' out of our digital and globalization time. In the 21st century, to read and write with one or several language(s) under the plurilingual and intercultural digital environment is a primordial element to succeed. So the social individuals need a 'new literacy', which has become one of the research focuses in the field of education.

The representations and influences of the NICTs

The extension and development level of NICTs are two important criteria to evaluate the civilization level of a society. Along with the rapid development of the digital technologies, the multimodal electronic documents become gradually much more popular and the screen is replacing little by little the printed papers to become a familiarized information transmission means. The crossing design of letters, figures, images and animations has made the transmission of information much more direct, visualized and multimodal. All kinds of fast and diversified communication instruments like hyperlinked pages, blog, instant chatting tools, WIKI, podcasting, etc. are changing our life and becoming a part of our culture and society.

In the coming future, the transmission and conservation media of information will further break out the limits of the single traditional printed papers. All the information would be conserved, distributed and transmitted with binary codes and computer. The new digital media will integrate more than ten kinds of communication modes, for example, images, sounds and videos, etc. These integrated medias such as multi-agent terminus, the imitated reality, etc. will permit us to experience more lively and comprehend more deeply different affairs.

Compared with the traditional printed documents, the multimodal electronic documents characterize themselves with their application and reading patterns (Kasdorf, 2003; Lynch and Horton, 2001). In one hand, the printed documents have a strictly organized linear structure, due to which the readers can easily run their eyes over the whole text and know clearly the distribution of text content and text structure. But the electronic documents are not like this at all. Besides the surface information, they can, according their purposes and needs, extend and compensate freely the information through the latent hyperlinks. This kind of information acquisition modes plus the cognitive differences between individuals will finally decide individuals' comprehension processes and comprehension results. In the other hand, the different information formats presented in the multimodal documents will decide individuals' reading methods and reading approaches. For readers, it is almost impossible to accept and adapt the uniform methods and approaches to read the text information in different communication modes. To realize their proper communication purpose, these modes should be guided and controlled by different logics. The individualization in logic application will decide not only the surface and embedded text meaning, but also the ideas, concepts, knowledge and their structures acquired from the document (cf., Kress, 2003). So, it can be said that the NICTs could decide in a certain degree what we know and how we know.

To summary hereinbefore, it is clear that the foundations of reading and writing in our world has changed, which has developed from the printed media to the digital media, from papers to multimodal electronic documents. The latter has integrated several new communication patterns and modes. Consequently, the definition of literacy must be reformed and updated.

The components of the 'new literacy'

The traditional reading and writing abilities cannot satisfy the NICTs' needs. The new electronic media demand a 'new literacy', namely, the 'information literacy'.

Under the environment of NICTs, the 'information literacy' concludes at least five kinds of abilities: information searching ability, information decoding ability, information evaluating ability, information organizing ability and information reusing ability. These five kinds of abilities are a coherent whole and they correspond to five different phrases in the process of information treating. The information searching ability indicates individuals' ability to foresee and identify the needed information, to locate the concerned information with correct strategies and suitable web searching tools in the e-library, e-books, e-magazines and e-periodicals etc., and to clarify information's accessibility and acquisition methods. The information decoding ability implicates individuals' ability to choose, evaluate and acquire the most needed information. This kind of ability demands individuals not only to decode successfully the information in pure letters, but also the multi-modal contents. The information evaluating ability designates individuals' ability whether they can evaluate correctly, according their goals, the encountered information's importance and value. Establishing personal libraries or databases is an efficiency way to well managing the overwhelming amount of information we have filtrated. This ability to organize logically and hierarchically the information into our personal libraries or databases can be called information organizing ability. Besides all the four kinds abilities, the last one is individuals' ability to remobilize and reuse information reserved in the personal libraries or databases. It demands individuals to use effectively and creatively the stocked information to resolve new problems, bourgeon new ideas and find new rules of new things. It demands also individuals to express and communicate neatly and efficaciously the concerned information.

Generally speaking, the information literacy calls for social individuals to extend their text processing abilities to the new logical processing abilities, which are necessary for the multimedia documents, and to expand their traditional text writing ability to the multimedia and hypertext design ability. Images and letters have different functions in the electronic documents. Normally, the letters are usually used to express the ordered and hierarchical concepts and contents; but images, to illustrate more directly some visualized situations and scenes. Consequently, the social individuals should pay much more attention to the cooperation and concordance of letters, figures and images so as to optimize the comprehension results. To design, the harmony principle should be emphasized among these different communication medias. For different contents, the most suitable method must be found and used to communicate the proper information.

The cognitive demands of the 'new literacy'

The processing of multimodal electronic documents is the primordial task faced by the 'new literacy'. The multimodal electronic documents characterize themselves with their different communication modes and digitalized communication processes, which can be represented respectively by the crossing design of letters, images, figures and animations and by the alternating usage of hyperlinks, multimodal medias, instant exchanging board and imitated reality, etc. These changes in information medias and communication processes will certainly result in the correspondent cognitive changes in decoding, comprehension and communication processes. The 'new literacy' requests new cognitive abilities.

The decoding process of the multimodal electronic documents concerns not only the letters or figures, but also all other information described by the images, pictures and animations in the web pages and exchanging boards. Under the digital environment, the social individuals cannot take these other forms of information as simple appendant of letters, but should take them as a series of heterogeneous symbols to constitute jointly the whole meaning of the document. Hereby, the decoding process of the multimodal document implies how to use adequately all the possible symbolic meaning components to construct a final coherent meaning. So we can say that contrarily to the printed media, the meaning for the multimodal electronic documents is overlapped but not added (Flood and Lapp, 1995).

The multimodal information presented in the multimodal documents has synthesized the linguistic characteristics of the linguistic signs, the symbolic characteristics of the heterogeneous symbols and the communicative characteristics of the different communication modes. So the comprehension process is not still a simple one to establish a coherence between the different types of linguistic information described by the phrases, paragraphs, texts and the background knowledge, but a complex one to establish an overlapped coherent meaning among the whole symbolic system and the individuals' whole knowledge system. And the 'new literacy' can be taken as activity to construct the complicated overlapped meaning under the plurilingual and intercultural environment, which demands social individuals to have sufficient cognitive symbol processing ability, new cognitive strategies and new cognitive processing modes (Leger, Tijus and Baccino, 2005). Besides all of these, the social individuals must also master techniques to establish the coherent connection among the multimodal information, personal experience, world knowledge, personal accumulated knowledge and their social-cultural background (Denhière and Baudet, 1992).

The NICTs have changed not only the objects of the cognitive processes, but also the communication processes based on the digital electronic documents. With the NICTs, the social individuals needs to know clearly his communication purpose and could correctly and rapidly search, locate, browse, evaluate, construct, integrate, communicate and reuse the related information. All of these demand social individuals to master new cognitive abilities in interrogation, information searching, information comprehension, production and reusing.

Finally, under the environment of NICTs, the diversified reading purposes and complicated reading processes demand social individuals to be also equipped with perfect meta-comprehension knowledge and abilities so as to evaluate and adjust their on-line reading and strategies and adapt themselves to the changing on-line reading situations (Spiro, Feltovitch, Jacobson and Coulson, 1991).

The changes appearing in the cognitive processes, communication processes and their correspondent influences to the studying models, text comprehension and production and knowledge construction are the new research tendencies in the field of cognitive and educational sciences.

The influences of the 'new literacy' on studying models, knowledge construction processes and education

Since the Second World War, the nature of information has changed a lot in his appearance, location, accessibility, application and communication modes. These changes have created a new plurilingual and intercultural communication environment, which has greatly influenced human's studying models, knowledge construction process and educational thoughts and researches.

The NICTs have offered more possible studying models. The diversified distant information transmission instruments permit individuals to share, optimize and compensate mutually the educational resources, based on which the old studying models predominated by the school study and social study have been renewed. The NICTs have created the new open and cooperative studying environment founded on Internet and hypertexts. The social individuals can study together through the cooperation of one to one or one to more. This kind of cooperation in co-writing and co-construction can help individuals to study more efficaciously (Legros, Pudelko, Crinon and Tricot, 2000; Legros, Makhlouf and de Pembroke, 2005; Hoareau, Legros et al., 2006). This open environment can also improve individuals' self-study and self-determination capacities. With this environment, the individuals can exhume the needed information and accumulate their own knowledge according their interests, aptitudes and hobbies. In this way, their personal potentials and performances will be cultivated very rapidly.

With the update of the studying models and from the point of view of individuals' whole knowledge system, the knowledge proportion accumulated from the social study and self-study will grown very soon, but the one from the school study will reduce relatively. The whole knowledge studying and accumulating cycle will be much more shortened and the individuals' knowledge structure will become much more reasonable and perfect. But under the new environment of NICTs, the information is so diversified and gigantic that the integration, synthesis and modelization of the authentic and high-quality information and the dimensional value of information should be heightened. The integration methods should also be much more scientific and normalized so as to improve the knowledge acquisition efficiency and reduce knowledge accumulation cycle and costs.

Changes of knowledge proportions acquired from different studying models will gradually influence the traditional educational thoughts and principles. The new teaching models should first of all take into account of the individuals' social-cultural and language background, and then, invent and create the open web studying environment and guide individuals' studying activities. To do this, the education establishments should adapt themselves to the new tendency and help individuals to keep up with the new tendency. On the one hand, they should fully make use of the shared web education resources, create actively the intercultural web knowledge-studying platform and enhance the knowledge modelization processes and increase the cooperation level between national and international educational organisms. In the other hand, they should also give prominence to the scientific exploitation and researches related to the NICTs and the 'new literacy'. Only in this way, the individuals' knowledge accumulation activities could become much more efficacious.

The 'new literacy' has created new cognitive and application research fields. In the field of cognitive sciences, researchers have begun to focus on individuals' behavior and cognitive changes under the environment of NICTs. These new researches will very soon renew the traditional theoretical models, engender the new theoretical paradigms and update the theory of constructionism (Legros and Crinon, 2002). Besides, the 'new literacy' has also opened new directions for the design and exploitation of distant cooperative studying environment and imitated reality; it has also created new application research areas such as the digital helping software and helping systems under the environment of NICTs, etc.

Conclusion

As conclusion, we can find that the NICTs and new information media need a 'new literacy', namely, the 'information literacy'. The 'new literacy' demands social individuals to acquire new cognitive abilities, strategies and processing models so as to process successfully linguistic signs and heterogeneous symbols in different communication modes. The 'new literacy' will greatly influence social individuals' studying models, knowledge construction processes and educational organisms' thoughts, methods, principles and researches. Face to the challenges of the 'new literacy', the educational organisms can only satisfy the demands of the NICTs by accepting the new tenancy and adjusting in time their educational direction.

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Research on the Coordinated Development of Environment and Economy: Policy System's Important Influence

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Abstract

Along with the rapid development of national economy, the coordination of economic development and environmental protection has gained more and more attention at present. In this paper, authors make deep analyses on issues of contradiction and coordination between them, and propose illustrations and suggestions on how to exert policy system's effects on coping with relevant problems between environment and economy.

Keywords: Economic development, Environmental protection, Policy system

In recent years, the economic development in China has gained world attentions, what is worth of proud for every Chinese. However, as we mention the environment, how could we describe it as "abroad" and "rich"? Now China has a large population with limited natural resources. In total quantity, many of resources list front in the world. But connecting with a population of 1,300,000,000, China is short of resources. In China, the cultivated land per capita is 1.43 acre, less than 40% of world average. The forest per capita is 1.9 acre, 20% of world average. The freshwater per capita is about 25% of world average. Per capita holds' 45 kinds of mineral resources are less than half of world average. The per capita holds of oil, natural gas, iron ore, copper, and bauxite are respectively 11%, 4.5%, 421%, 18%, and 7.3% of world average. As we find that the destroying environment and the exhausted resources threat human living, we begin to apply ourselves to protecting environment. But how could we guarantee the coordinated development of environment and economy by effective ways? The first issue we should take into consideration is that the constitution of policy system exerts a vital effect on the coordination of environmental protection and economic development.

The effects of economic development on environmental protection

At present, for most countries in the world (including western developed countries, most eastern European countries, South-east Asian countries and regions, and most developing countries in Asia, Africa, and Latin America) the economic development focuses on the increase of material wealth, taking economic growth as the sole goal. Besides, they believe that the growth of economy will inevitably bring about increase of social wealth and progress of human civilization. We regard this kind of economic development as traditional one. In the past 20 years, China, as one of countries with fastest economic growth in the world, has gained marvelous achievements in economic development. However, the "high-consumption, high-pollution, low-benefits" extensive economic growth caused a great consumption of natural resources and a grave pollution of environment. According to the prediction of World Band and relevant domestic institutions, the two thirds of economic growth in mid 90s last century in China was based on overdraft of ecological environment. In 2004, although the actual GDP of China accounts for 4.4% of the worlds, the consumption of important resources occupies a higher proportion, raw oil 7.4%, raw coal 31%, steel 27%, alumina 25%, cement 40%, and iron ore 30%. The higher economic growth based on higher consumption will cause higher exhaust and higher pollution inevitably. The large amount of exhausts have exceeded the capability of environment's self-cleaning to such a great degree that grave ecological issues, including land desertification, soil erosion, degeneration of forest and grassland, exhaust of river, and imbalance of water ecological system. This mode of economic development exerts lots of negative effects on our producing and living environment.

1. This profit-pursuit development mode brings about a series of negative effects on economic field. The extensive growth mode originated from market self-regulation and input increase can usually inspire sorts of short-term behavior. Branches and industries that can gain profits quickly will achieve rapid development. But branches and industries that have strategic values for long-term development but fail to bring about short-term profits will be restrained. These facts lead to a unilateral development of industrial structure and economic structure.

2. The unilateral development contributes to the tense relationship between economic growth and social development. Pursuing sole and pure economic growth and regarding economic growth as the ultimate goal will turn human being into tools and methods of realizing economic development, which will cause an alienation of human labor and human being themselves that has been pointed out by Marx, and will lead to men's abnormal, one-sided development. Besides, the unilateral economic development brings about a heavy burden for social cost and enhances the conflicts between efficiency and justice, freedom and equity, speed and effectiveness, quality and quantity, individual and society, city and country side, the rich and the poor.

3. The present economic development excludes the values of social culture. It denies and debases the graveness of social ethics, what contributes to the contradiction between economy and culture, economy and ethics.

4. This kind of development also causes a breakup of culture and ethical ideas, leading to an overspread and

overflow of money worship, individualism, and gastronomy.

The policy system under the market economy

Nowadays, it is market economy that dominates the development of global economy. The economy system in China at present is socialist market economy system. One essential feature of market economy is to save and to make best use of (scare) resources in the process of developing economy, for the sake of auto-allocating resources effectively. Our socialist market economy is based on the feature above and with the assistance of government control. Here the government control includes not only their leadership, interference, and constraint on market economy, but also their influences on environmental protection, such as restricting and reducing the natural, technological, and political monopoly, constructing an in-favor-of-reasonable-competition system for environmental resources' exploration, utilization, production, and operation, which can guarantee a free, and orderly flow of capital, commodity, service, information, and production factors, ensuring an optimal allocation of environmental resources……

When the market domination or government control does not work, or they fail to coordinate with each other, an environment issue will inevitably come into being. Moreover, market does not listen to the economic subjects who are engage in business activities (of course, not all economic subjects agree with each other). Therefore, the market and its relevant economic activities should be regulated. To restrain them or encourage them, it depends. What will happen if market completely dominates economic development? According to Western Economics, market subjects are "economic men" or "rational men". People tend to be complete rational, pursuing maximum profits. From the traditional economic development angle, the economic activities of individuals and enterprises focus on the growth of wealth, taking economic growth as the sole goal. Besides, they regard that the growth of economy will bring about the increase of social wealth and the evolvement of social civilization. Then, if economic activities cause outer non-economic environment, enterprises and individuals are reluctant to think about the issues of non-inner environmental pollution and ecological damage. In other words, they refuse to turn outer non-economic issues into inner ones. That will lead to and further enhance the conflicts between economic development and environmental protection.

Therefore, as we coordinate economic development and environmental protection, we should make the most use of the helpful tool, policy system. As far as the specific environmental and economic policy system, its functions include:

1. Restraint and restriction. To coordinate environmental and economic development, the system should regulate sorts of economic behaviors, including resources' possession, development and utilization, protection and improvement. Especially, the system should restrict and restrain the illegal behaviors of every subject, clearly establishing behavior subjects' right, obligation, and relevant legal responsibility, by which to achieve the goal of restraint and restriction.

2. Adjustment and guidance. Policy system combines economic methods that coordinate resource economy, social development, and ecological environmental protection, and political methods, legal methods, scientific and technological methods organically to adjust and guide behavior subjects' activities, what can drive the development of economic activities and environmental protection toward assumed aim. Such as price, taxation, exploration credit, programming, and layout.

3. Forbidden and prevention. Policy system forbids and prevents behaviors that destroy, waste, and pollute environment by means of clearly establishing unacceptable activities for behavior subjects. For example, forbid and stop unreasonable behaviors by enhancing economic, legal, and political punishment, and social criticism. No behaviors are permitted but those benefit reasonable exploration of resources, ecological and environmental protection, and living environment. Policy system should fight against resources damage and waste, and other pollutions on one hand. On the other hand it should protect human health.

4. Encouragement and promotion. Environment and economy system should include certain favorable or honorable encouragement to inspire environmental behavior subjects to adopt reasonable environmental behaviors, to protect environment, and to form well environmental ethics. The policy system should encourage the mass to participate in environmental supervision and help environmental behavior subjects to perform and expand their international activities, by which to drive the development of environment and economy.

Based on present regulations, policies, and systems in the fields of economy and environment, how could we guarantee the environment a reasonable and acceptable explanation and treatment as economic development conflicts with environmental protection?

Firstly, the environmental property is not authorized completely and the allocation system for environmental profits is not perfect, what frustrate environmental protection, especially the motivation of environmental supervision. For example, relevant factors related with environmental protection, and absence of acceptable CO_2 with perfect standard in market (namely, it is not a factor of environmental protection at present) that causes low- or zero-cost as exhausting CO_2, will lead to frequent appearance of environmental pollution. Besides, unreasonable economic structure and industrial layout also contribute to severe results.

We keep on stress sustainable development. The theory of sustainable development is right for solving the conflicts and contradictions between economic development and environmental protection. But a basic assumption for modern economics we should notice is the clearness of property right, especially the private property right. Only under this assumption, can market resources achieve effective allocation. However, the property right for most environmental resources is not clear. Under this condition, market price can not reflect the interest of social cost in using environmental resources. Therefore, government has to constitute and execute interference policy in order to improve efficiency. But in fact, for the sake of economic development, even the government can not constitute policy system in favor of environmental protection sometimes.

Surely, some countries' policy systems in the fields of coordinating environmental protection and economic development are worth of our learning and reference. Not to mention other far countries, we take our neighbor India for example. In a small village, the villagers were used to lopping woods to gain profits. In 1970, local government began to hire villagers to plant trees or grass, and provided villagers with woods and construction materials from outside. Villagers were returned with 25% of woods sales but they were forbidden to lop forest. 15 years later, forest is recovered and villagers gain more income. This action spread over more than 700 village and about 170,000 acre forests are recovered.

In the late 20th century and early 21st century, it happens to coincident for Germany and Japan to constitute a "deposit-refund" system for sustainable development. According to German New Waste Treatment Law constituted in 1986, the solid waste that might generate pollution should be taken back. By means of constructing a quota system based on economic methods and charging for deposit, it forces consumers to turn relevant waste back shops or super mall. By this way, consumers can get deposit back and waste can be recycled and reused. The most popular is the recycle of drink tins in various commodities. Is not it a positive guidance to massive consumers?

In the middle 80s of last century, Italy began to reform their traditional industries cosmically and excluded some heavy-polluted and low-efficient enterprise. Here we should mention that its exclusion was not based on political or legal restraint but pressure of market competition, self-restraint of industrial association, and improvement of shoving quality standards. By means of controlling pollution and excluding lagged technologies, enterprises have driven the economy in Italy to develop toward extensive expansion. The enhancement of environmental protection and the governance of industrial pollution is an inevitable result from industrial upgrade. Since 90s, European Union has put forward new environmental standards and requirements for products and their production processes. Whether a product accords with the green sign will directly affect its competence in global market. But we should avoid complete restriction and restraint. Government should apply relevant favorable policies to environmental protection industry to encourage and drive its development. For consumers who use environment-friendly products, Italian government encourage the construction of common facilities for environmental protection and the engineering of pollution control by means of financial and taxation policies, inspiring the development of environment-friendly products market and encouraging relevant consumption. For enterprises who produce environment-friendly products, the new taxation law in 1997 guarantees a favorable taxation, such as no value-added tax, 50% reduction of corporate property tax, annual private tax, and local tax. Besides, the ministry of industry will provide 15% capital support for enterprises that introduce pollution-control equipments and technologies.

To sum up, referencing other countries' successful experience actively and exerting policy system's coordination effect on environmental protection and economic development in the process of rapid economic development will benefit our economy toward favorable, coordinated, and sustainable development.

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North Korea Test-Fires Missiles

Seonjin Cha & Aaron Sheldrick

Bloomberg, May 25, 2007

North Korea test-fired missiles today as part of routine annual exercises, South Korea's military said in a statement. The launches may add to tension across the region.

North Korea fired several short-range missiles this morning toward the Sea of Japan, Japan's Kyodo News reported, citing U.S. and Japanese officials it didn't identify. Japan's NHK Television said missiles were fired from North Korea's eastern and western coasts. Japan is located to the east of North Korea.

The firings could escalate existing strains in north Asia after the communist country tested a nuclear device in October and fired ballistic missiles last July. The government in Pyongyang missed an April 13 deadline to start dismantling its nuclear weapons program under an agreement with the U.S., China, Japan, South Korea and Russia.

"Who knows why they are doing this?" Paul French, the Shanghai-based author of "North Korea: Paranoid Peninsula," said in a phone interview. "It's them being totally contrary."

Japanese Prime Minister Shinzo Abe said the missile tests aren't a major security problem for Japan. The government is collecting information on the tests, Abe told reporters in Tokyo.

The U.S. Embassy in Tokyo is aware of the reports and is trying to confirm the missile firings, spokesman Jeffrey Hill said by phone.

'Routine Exercises'

The European Union said it is "concerned" about the missile launchings, Christiane Hohmann, a spokeswoman for the European Commission, the EU's executive arm, told a regular press conference in Brussels today.

"The European Commission, along with all the international parties, is concerned by all actions that could risk destabilizing the situation in the region," Hohmann said.

The South Korean government "assumes the missile launches were part of routine exercises that North Korea has conducted annually on the West Sea and the East Sea," the Joint Chiefs of Staff said in a statement posted on its Web site.

South Korea refers to the Sea of Japan as the East Sea, while the West Sea lies between the two Koreas and China.

Missiles were fired from mobile launchers in Hamgyong-Namdo province northeast of Pyongyang and had a range of between 100 and 200 kilometers (120 miles), Kyodo said. The missiles may be modified Silkworms or rockets smaller than Scuds, the news agency said.

Hamhung, the capital of Hamgyong-Namdo, is 185 kilometers northeast of Pyongyang and 1,228 kilometers west-northwest of Tokyo.

The Chinese-built Silkworm is an anti-ship cruise missile mounted on a mobile launcher and usually deployed for coastal defense, according to Jane's Information Group. It has a range of 95 kilometers. North Korean versions are modified to give them a longer range.

"I think this is a routine military exercise. North Korea conducts drills every year," Osamu Eya, an independent North Korean military analyst, said by phone.

Japan needs to develop a missile defense system to shield itself from an attack by North Korea or other hostile countries, Shoichi Nakagawa, policy chief for the ruling Liberal Democratic Party, said in an interview in November. Abe's government wants to lessen its reliance on the U.S. for its defense.

Japan's military on March 30 started installing U.S.- supplied Patriot missiles outside Tokyo, part of its plan for a ground-based missile defense system.

A Discussion on Cultural Conflicts and Integrated Issues in Enterprise Merger

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Abstract

The new merger wave has been raised all over the world since we entered the 21st century. However, the failure rate of enterprise merger is very high, one of the uppermost reasons is that we cannot solve the problems of cultural conflicts between corporations and cannot integrate and administrate the corporate cultures effectively. This article summarizes kinds of cultural conflicts arisen in the process of the enterprise merger, analyses the deep reasons coming forth cultural conflicts, expatiates on the guidance ideas in cultural integration, and puts forward the measures of cultural integration.

Keywords: Enterprise merger, Cultural conflict, Cultural integration

Since the 1990s, the world has met the fifth transnational merger wave. After entering the 21st century, the tendency of merger wave is increasing, the merger cases are more and more, and the merger capital is more and more large, but the statistic of merger effect is not optimistic. The statistic data of many years of A.T. Kearney Company show that only the 20% of merger cases could realize the initial assumption, most merger cases would end with failure. The economic target of enterprise merger wave is to enhance the integrated value of enterprise through integrating (1+1> 2). But the historic experiences showed that enterprise merge was not easy to succeed. The key of the successful management of merger enterprise is to solve possible conflicts on the lays of management and culture in the organizational environment of integration. The analysis of 115 merger cases made by A.T. Kearney Company showed that about 60% merger cases would hurt the stockholders' equities in fact, the profit margins of the new enterprises averagely decreased by 10% three years later, the failure rate of merger cases achieved 50%-70%, so far, more than two third international merger cases has failed. (Charles, 2004). The facts proved that once merger enterprises can not rapidly adapt the new characteristics of politics, economics, law and culture and can not rapidly adjust mission strategy, leader style and managing culture, they certainly would not accustomed to the climate of a new place and could not cast off the fate of failure ultimately.

As the resources which the enterprises accumulated for a long time, enterprise culture offer indispensable value guidance, intelligent support and spirit support for the survival and development of enterprises. Enterprise culture is the soul of an enterprise and any enterprises all have its special enterprise culture. Once the enterprise culture comes forth, it will possess some certain stability and inertia which will naturally guard against the impact from foreign culture. Therefore the cultural conflicts come into being. When two enterprises merge, two kinds of enterprise culture inevitably contact and collide, then form conflicts which are decided by the nature of enterprise culture and were proved in all merger cases. So, culture integration is very important for the business performance of merger enterprise in the process of merger.

1. Cultural conflicts in enterprise merger

Because differences exist in national culture, custom, area and historic tradition among merger enterprises, the enterprise culture as "soul of an enterprise" will possess very strong individuality which will be put up as the conflicts among cultures during the integration by the two merger parties. After two enterprises merged, it must appear the conflicts of many aspects such as managing idea, value, working style and managing regulation when two kinds of widely different enterprise culture met each other and it would exist two relatively opposite interest groups which have different tendency of value in some certain period. The impacts of cultural conflict are all directional and through the entire process which becomes more obvious especially to transnational, cross-area, cross-industry and cross-ownership enterprise merger. It is embodies in the following aspects.

1.1 Conflicts of values

Values are the core of the culture. The managers and staff coming from different backgrounds of national culture all take their own accustomed thinking styles, working habits and communicative way, and would not or can not accept "other culture". So the conflicts of values always are embodied as more deep and extensive antinomies. Once they cannot be deal with correctly, it will arouse many kickbacks such as extreme conservatism, non-rational reaction and deep-seated feeling of resentment. The merger case of Daimler-Chrysler which was familiar to us presented different cultures of occident. The Germanic culture emphasizes people oriented, precise work, delicate plan and equality, but American culture insists benefits, advocates performance, calls for innovation and short period. Since the first day of merger, the frictions and conflicts occurred between two corporations in the important concepts of culture and managing policies. Because Germanic culture processed predominance, the former president of Chrysler Corporation quit soon with tens of his original personnel, and the departing of senior managing talents was a very important reason for the deficit in the management of Daimler Corporation.

1.2 Conflicts of leader decision

The new enterprise after merger faces such a problem that by which ways it set down effective enterprise strategy and policies. It comes down to the leader decision of an enterprise including concrete decision flow, participants and final principals. Another cultural conflict in the international merger cases is embodied in the political contest of two corporations between CEOs which have different characters that is essentially the same to the conflicts existing in the senior leaders in the domestic merger enterprises. In the international merger cases, this contest usually takes cultural conflicts as front, but in fact, it is the contest between both sides in the political wrists and results which come out usually by the win of one of both sides will appear in one or two years. The prominent case is the merger case between Citibank and the Travelers Insurance Company in 1998. Two CEOs all had resolute personalities and could not endure each other. From the word go drastic power combat was opening out under the both CEOs responsibility system between Sandy Weill of the Travelers Insurance Company and John Reed of Citibank. Moreover, the both CEOs responsibility system induced difficult decision-making. Finally the win of Mr. Weill ended this personnel contest.

1.3 Conflicts of managing concept and managing style

Enterprises in the different cultural environment will come into being prodigious difference when balancing the problems such as economic benefit, social welfare, accrual of short period and long-term development. The DaimlerChrysler Ltd. regards the quality of production as its life but American emphasizes the reaction of market and for the sake of putting out cheap and applied product as soon as possible it will seem “boorish” to the quality of the product, so it is against the grain with the predominant concept which the DaimlerChrysler Ltd. pursues all along.

1.4 Conflicts of staff’s behavior

Enterprise culture prescribes the behavior regulations and rules of entire staff. Through longtime accumulation and strengthen, it will form an intense cultural atmosphere, produce invisible mental power, and impel every personnel to regulate his behavior self-consciously. This formal or informal cultural difference usually is difficult to deal with more than enterprise system which includes staff’s working style. The conflict of behavior criterion will induce lower work efficiency, increase of demission and up to the failure of merger.

2. Causes of cultural conflict in enterprise merger

Cultural integration aroused by the differences and conflicts in the enterprise culture is inevitable when enterprises merge. The merger activity will act as “the producing area of enterprise cultural conflict”. Merger enterprise especially transnational merger enterprise with a mass of cultural differences accommodates different cultural field among different system. That is the source of cultural conflict. To sum up, the causes of cultural conflict are the following aspects.

2.1 Cultural difference and cultural distance of different enterprises

Cultural difference means the different characteristics existing in the different cultures which include eastern culture, western culture, modern culture, traditional culture, one national culture, another national culture, one ethical culture, and another ethical culture etc. Because cultural difference has its inevitability and rationality, it is hard to divide by “expensive” or “cheap”. The right attitude is to respect cultural differences each other. If one party disdains the other’s enterprise culture, it will consequentially induce rejection and produce conflicts.

In those years, SONY and Panasonic Corporation separately merged Columbia TriStar Corporation and MCA Corporation. The characteristic of Japanese enterprise culture was to build consistent opinions which were very different to Hollywood’s enterprise culture filling with intense self-awareness, fury contest and commercial environment. Afterward, SONY would rather lose half of its investment of six billion dollar, nor continue to invest more money. And Panasonic sold MCA to Seagram Company. The real reason was that Japanese with strength of abundant capital and techniques lost in the cultural integration. Certainly, with the integration of global economy, the process of global economic integration is in the ascending stage, in the same time, cultural integration in enterprise merger will also be changed. For a long time, traditional obstacle of culture is rooting in the people’s heart and can not be moved. Even to the countries with same political backgrounds, the merger of enterprises will arouse interventions of government and induce aborted merger.

2.2 Changes of informal relationship and behavior in both merger sides

When the merger party forces merged party to alter, the staff of merged corporation always feels confusion, because the corporation has loss kinds of former invisible relationships. The staff feels that their many-years efforts in their corporation suddenly become nothing, so the merger activity destines their fortunes from the word go. Even to the most normal system, its running circulation also lies on the status of connection and harmony between exterior factors and enterprise culture or kinds of informal network.

2.3 Cultural inertia

Many corporations are still hard to be affected by enterprise culture of merger enterprises after merger, because their enterprise cultures have formed some certain inertia and in a short period, it has very strong independence and repellency. This inertia can neither be assimilated by the merger enterprise, nor assimilate objective enterprise. Thus, after enterprise merger, the cultural inertia will induce cultural conflicts. In the other hand, the idea of conformism also induces powerful cultural inertia. When many corporations merge, the interior personnel especially the managing persons lock their steps and would not change. They continue to use the former culture of merger enterprise and ignore the existence and influence of present enterprise culture. This certainly will induce cultural conflicts of merger enterprise.

2.4 Differences of individual culture in both employees

Because of misunderstandings existing in the differences of language, letter and delivering style, it is easy to induce cultural conflicts. Different corporations was born and developed in different cultural environments, so they had different ways to describe and express the same things, and this affects the cultural integration of enterprises after merger. When people are communicating one same thing, they only emphasize the apparent communication, but cannot express the deep-seated meanings concealing behind the customs of one's nation, area and folk which formed in the longtime practices. Thus it buries one last straw for the cultural conflict of merger enterprises. After merger, the employees always pay attention to the differences existing in the leaders and staff of merger enterprises, such as their styles, personalities, reputations and working, even the tiniest differences.

3. Measures of Cultural integration in merger enterprise

From the deep causes and representation of cultural conflicts, we can see that cultural integration plays a very important role in enterprise merger. Cultural integration of enterprise is to innovate and rebuild several enterprise cultures out and out. This is a system process from analysis to rebuilding for enterprise culture and that serves for merger. It is also a cultural decision based on corporation strategy which is benefit to the development of corporation and made by both leaders. However, how to ascertain the direction of cultural integration? How to win the success of cultural integration? Aiming at the cultural conflicts appeared in the merger process, we can adopt the following measures.

3.1 Understanding cultural conflicts correctly

The difference between both enterprise cultures in merger is a sort of source and a sort of managing fortune in fact. The cultural conflict is reconcilable and its existence has inevitability and rationality. We can not blindly want to destroy this conflict, but utilize this cultural difference rationally and create fire-new culture which is different to both merger sides but fit for merger enterprise. Different culture opinions and views can increase unique methods to solve problems especially in the transnational merger.

3.2 Assessment of enterprise culture

Before the beginning of merger, the both merger sides do not know each other, especially the characteristics of respective enterprise culture. This strangeness induces the initial obstacles for merger. Even if there are some certain knowledge which is not enough systemic, it will bring difficulties for the subsequent integration. Therefore, to carry out the subsequent work of cultural integration, it needs to effectively assess both enterprise cultures, analyzes respective characteristics, integrates concrete circumstances, and make feasible research and fit integrated project to cultural integration. Cultural assessment always includes the follow steps.

The first step is investigation. It need to across-the-board investigate many aspects of both merger enterprises which include developing history, cultural tradition, cultural actuality, managing actuality, human relationship of enterprise, employee's attitude to enterprise merger, regional cultural characteristic of enterprise. The investigations should begin from the surface behavior culture of enterprise, and gradually go deep into the layer of system culture and concept culture. It will become more and more difficult, so it must make a good communication with the employees, understand their thinking status, and prepare the most detailed materials for the cultural integration of enterprise.

The second step is analysis and assessment. It should rationally analyze enterprise culture, formative causes of enterprise culture, and factors of both enterprise cultures. Through the comparisons of corresponding factors, we will know much about the merits, shortcomings, extent of difference, difficulties and obstacles of cultural transformation in both enterprise cultures. The analysis of enterprise culture is the tool of ensuring and overcoming the differences of both cultures. The concrete analysis shows both employee's sameness and differentia. According to the results of analysis, we can improve the fashions of communication and commutative intercourses.

The third step is to put forward projects and advises. That is to mark out the cultural integration of enterprise, bring up basic method. In the process of cultural assessment, one problem which should be noticed is that the surface culture of enterprise or the written culture does not match with the actual enterprise culture presented by the enterprise employee. So when we assess enterprise culture, we should distinguish the forms of enterprise culture. Only when we go deep into the employee's concrete production, we can obtain the precious and first-hand materials and offer conditions to ascertain the projects of cultural integration. In this aspect, the international finance giants, General Electric Company established the mirror. In its original merger mode of "inquiry", the first step is to using "cultural dimension" to respectively evaluate the enterprise culture of its own corporation and merged corporation and compare them. General Electric Company performed a three-days meeting of “solving cultural problems” with the managers of merged corporation to analyze the causes of differences and methods of solving problems.

3.3 Making the strategic plan of enterprise cultural integration

The conflicts of leader decision will always take place after enterprise merger. Because of the misplays of cultural integration before merger, the both merger sides cannot communicate with each other in the leader culture, so that will induce the conflicts among senior managers. So when a corporation decides to make the merger activities, it should establish the leading group of the cultural integration, constitute a suit of effective programs and methods of cultural integration, sequentially make both sides accept the other’s differences, and obtain the future expectation of mutual trust finally. The integrated strategy should represent the new enterprise culture after merger, and be based on the knowledge of both cultures. According to the target of enterprise strategy, the corporation makes the strategic plan of enterprise cultural integration which is based on the characteristics of the enterprise and combines with enterprise environment. Then the corporation can take the employee’s advises time after time to design the values of the enterprise such as future integrated goal, enterprise morality, enterprise cultural comity etc.

3.4 Establishing new enterprise value

The biggest and most essential problem appeared after merger is the conflict of enterprise value which is the core of the enterprise culture. If the merged enterprise can not unify the values, it can not win the success of merger. The essential way is to integrate two sort of culture, extract their respective cultural advantages and establish the new enterprise culture to adapt the development of the new enterprise. This new culture is based on the sufficient communication of both sides, establishes the trust to each other, possesses corporate enterprise value and expectation, is continually propagandized in employees by kinds of ways, and is finally identified by everyone. The new culture is also the enterprise culture of study type to establish the study atmosphere in the whole enterprise, sufficiently inspire the employees’ creative thinking and establish an organic, more flexible and people oriented enterprise of study type.

3.5 Cross-cultural training

The conflict of employee’s behavior after merger is the result of existence of cultural differences. So the training of employees is an important method to integrate cultures. The merged enterprise gets to know mutual national culture and enterprise culture and form correct understandings, which is very important to establish mutual understanding and trust and improve the process of cultural integration of new enterprise. The main contents of cross-cultural training include the understanding to culture, sensitive training of culture, language studying, cross-cultural communication, conflict disposal and regional simulation of circumstance etc. Through cultural training, it can improve the employees’ abilities of discrimination and fitness of cultures and establish the foundations of cultural integration in merger and cultural managing after merger.

4. Conclusions

The cultural integration in enterprise merger is the key of the whole merger activity and many merger cases have proves the importance of cultural integration for merger enterprise. Aiming at the kinds of cultural conflicts in merger, merger enterprise should carry out the measures such as the cultural assessment to enterprise, establishing integrated strategy, bringing up the mutual value of whole enterprise and cross-cultural training to employees etc. to establish creative enterprise culture. The cultural integration is not a simple process, but a complex, systematic and longtime process. It is not an isolated activity too, but contact nearly with other activities in merger such as organization, managing system and capital system etc. So the both merged sides should carry out across-the-aboard and systematic integration. The intention of integration lies in establishing a new enterprise culture, forming a new cultural atmosphere, matching with the changes of enterprise and improving the enterprise to develop continuously.

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Japan's Five-Year Notes Have Biggest Weekly Decline This Year

Keiko Ujikane & Oliver Biggadike

Bloomberg, May 25, 2007

Japan's five-year notes had the biggest weekly drop since December on speculation reports showing faster-than-expected growth in the U.S. will help the Bank of Japan build the case for raising interest rates.

Debt fell after the U.S. reports tempered concern Japan's export growth will slow. Industrial production in the world's second-largest economy probably expanded last month, erasing a previous decline, according to a Bloomberg News survey before the data is released next week.

"The front end is getting a bit nervous" and that is pushing bond yields higher, said Peter Wilson, Japan strategist at Mitsubishi UFJ Securities International in London. "It's starting to discount the possibility of an early rate rise."

The yield on the benchmark five-year note rose 8 basis points this week to 1.3 percent, according to Japan Bond Trading Co., the nation's largest interdealer debt broker. The gain in yields was the most since the week ended Dec. 8. A basis point is 0.01 percentage point.

The five-year yield will probably rise to 1.35 percent by the end of June as the 10-year yield increases to 1.75 percent from 1.72 percent, Wilson said.

Deflation is almost over in Japan, Chief Cabinet Secretary Yasuhisa Shiozaki said yesterday after a government report showed a decline in consumer prices slowed in April.

Industrial Production

The Ministry of Economy, Trade and Industry may say on May 30 that industrial production rose 0.5 percent in April after a 0.3 percent decline a month earlier, according to the median forecast in a Bloomberg survey.

Concern borrowing costs will rise pushed up yields on shorter-dates notes more than those on longer bonds. The spread between two-year notes and 20-year bonds fell to 1.2 percentage points on May 22, the lowest since July 2003, according to data compiled by Bloomberg using compound yields. The difference was about 1.21 percentage points yesterday.

Core consumer prices, which exclude fresh food, dropped 0.1 percent from a year earlier, the government statistics bureau said yesterday in Tokyo, matching the median estimate of 44 economists surveyed by Bloomberg. Prices fell 0.3 percent in March, the steepest decline in two years.

BOJ Governor Toshihiko Fukui last week said the central bank may raise interest rates even with prices falling, as long as policy makers are confident about the outlook for the economy and inflation.

The Bank of Japan on May 16 kept the key overnight lending rate on hold for a fourth straight meeting, after it raised it to 0.5 percent in February.

U.S. Economy

Yields on 10-year U.S. Treasuries held near the highest since January after a report on May 24 showed new home sales rose by the most in 14 years in April, prompting traders to reduce bets the Federal Reserve will cut rates. Signs of a rebound in the housing market may help the economy in the U.S., Japan's biggest export market.

Declines in longer-dated bonds were limited by optimism 10- year yields near the highest since February will lure investors.

"There are a lot of potential buyers in bonds with yields around 1.7 percent," said Jun Fukashiro, a bond fund manager in Tokyo at Toyota Asset Management Co., which holds the equivalent of $9.92 billion in assets. "Some buying related to the index's extension provides underlying support to the bond market."

Longer-dated debt was also supported by speculation investors will buy the securities to match a change in a benchmark index. Nomura Securities Co. is forecast to extend the duration of its Bond Performance Index by twice as much in June as this month.

Duration Extension

Nomura Securities, Japan's biggest brokerage, will add debt including 10- and 20-year bonds sold this month to its index in June and remove securities maturing in a year or less. The average duration of the index will be extended by about 0.16 year in June, compared with 0.07 year in May, Fukashiro said.

The yield on the benchmark 10-year bond rose 8.5 basis points this week.

The inflation report wasn't strong enough to convince investors to revise their forecasts for when the central bank will raise interest rates, Fukashiro said. Reports last week showed economic growth in the first quarter slowed more than expected and machinery orders unexpectedly declined in March.

"With this consumer price figure, it's difficult to justify a rate increase in July that some people had speculated," Fukashiro said. "The report wasn't good enough to prompt selling in bonds." The central bank may wait until October before raising rates, he said.

The central bank should refrain from raising rates until some time toward the end of 2008 when the inflation rate is "firmly" positive, the Organization for Economic Cooperation and Development said May 24.

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U.S., China Should Join Abe's Climate Plan

Keiichi Yamamura & Sachiko Sakamaki

Bloomberg, May 25, 2007

The U.S., China and India should agree to Japanese Prime Minister Shinzo Abe's proposal to cut greenhouse gas emissions by half by 2050, Japan's Foreign Minister Taro Aso said.

Abe made the proposal yesterday as a new framework to replace the Kyoto Protocol that expires in 2012 and will discuss it at the Group of Eight summit next month. The U.S., the world's biggest emitter of greenhouse gases, rejected the Kyoto Protocol and China and India are not signatories.

"The current situation where major emitters such as China, India and the U.S. are not joining is not effective," Aso said at a regular news conference in Tokyo today.

The United Nations panel on climate change has issued two reports this year saying global warming is "very likely" caused by human activities, including the release of gases from burning fossil fuels, and that rising temperatures will cause increased floods and droughts, potentially displacing millions of people.

A third report by the UN Intergovernmental Panel on Climate Change said greenhouse gases can be kept at levels that avoid the worst ravages of global warming by using available technologies and strategies. The panel's work is designed to feed into government policy on tackling climate change.

The Kyoto Protocol, reached in 1997 in Japan's ancient capital, requires 35 countries to cut their carbon emissions from 1990 levels by 5.2 percent by 2012.

Aso said in Tokyo he hopes all countries will agree with the target proposed by Abe.

Climate change will be one of the main topics at the summit of the G-8 industrialized nations next month in Germany.

The U.S. has requested changes to the G-8's declaration on the issue that eliminate some targets for reducing greenhouse gases and delete language stressing the need for urgent action.

The proposed revisions are in a draft copy of the statement obtained by Bloomberg News earlier this month. The document, dated last month, includes portions that the U.S. has requested be crossed out when a final version is released at the end of the G-8 summit scheduled for June 6-8 in Heiligendamm, Germany.

Aso said today the U.S. is coming round to the idea of tackling global warming. He said Japanese technology can help other nations reduce carbon gas emissions, including the building of nuclear power plants.

The world economy emitted more carbon dioxide per economic unit in 2004 than in 2000, indicating an increasing reliance on more-polluting fuels, researchers said in a paper published on May 22 by the Proceedings of the National Academy of Sciences of the U.S.

The Impaction of Euramerican Literature on the Editor Idea of the Les Contemporains

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Abstract

The world literature in various fields is employed in the Les Contemporains. The rise and development of the Chinese modern literature is impacted by the cultural trend of the world greatly. The development status of the Chinese modern literature in 1930s is recorded in the Les Contemporains, which promotes its development and innovation, but also reflects the status of literature in Europe, America and Japan, which makes the literature of the other countries can be understood. The Les Contemporains drives the rise of the modernist works, increases the styles and the contents of modern literature and also speeds the transformation from the neoteric literature to the modern literature in China. It is important in the aspects of the world literature to China, the Chinese literature to the world and the cultural exchanges between China and the western. In this paper, we study the impaction of Euramerican literature on the editor idea of the Les Contemporains.

Keywords: Les Contemporains, Shi Zhe-cun, editor, literature, western

1. Introduction

The Les Contemporains edited by Shi Zhe–cun is an influential magazine in New Literature Movement of China in 1930s. It has close contact with the world literature trend, and is open essentially. The Les Contemporains makes outstanding contributions on the introduction of the modern western authors and their works and theories, and also supports on the modern color fiction, modern poetry writing and poetry theory. At that time, the view of the Les Contemporains was more of the world and more open than the other literary publications.

According to the author's detailed statistics, there are 185 foreign literature works translated and published on the Les Contemporains, including 162 literature works written by the Euramerican authors. The number of the styles of the Euramerican works translated on the Les Contemporains is very large, where the most is the modernist and iconography poetry (69 poems), the second is novel whose number is 45, and then 21 literary comments, 14 proses, 5 plays, several autobiographies and introductions.

We also find that American and 12 European countries' literature works are published on the Les Contemporains. These European countries are France, England, Italy, Spain, Germany, Hungary, Estonia, Austria, Romania, Belgium and Norway. These translated works were pop among the readers, which richened the literary material of the Les Contemporains and were the distinctive characteristic from the other literary journals at that time, and Shi Zhe–cun was called the founder of Chinese modernism by the younger generation of authors and scholars [1].

2. Publishing Special Edition of Modern American Literature

The number of the works translated from American authors is the most among the foreign literature works in the Les Contemporains, which is totally 74 and about half of the Euramerican works. Among the foreign works, the number of the poems (46 poems) is more than the number of the other styles such as novels, proses, literary comments and plays. The reason why the number of the American works is the most is because Shi Zhe-cun's introduction of the American literature and publishing special edition of the modern American literature in the Les Contemporains.

From the Euramerican works in the Les Contemporains, it is easy to see that they indicate that Shi Zhe-cun showed preference for the European modern literature, though he claimed that he did not want to make any ism on the literature, while he might be not cognizant of that actually it was a modernism movement.

In No.3 Vol.1, three American poetesses' 7 imagism poems were translated by Shi Zhe-cun, whose names are Hilda Doolittle, Evelyn Scott and Amy Lowell respectively. In No.1 Vol. 3, Shi Zhe-cun and Xu Xia-cun translated Carl Sangberg's 8 poems. In No.2 Vol.4, Xu Chi translated Vachel Lindsay's "The Santa-Fe Trail" . In No.6 Vol.5, Shi Zhe-cun published special edition of modern American literature, which showed his great ambition.

In No.6 Vol.5, there are 51 American works published in the special edition of the Les Contemporains, including novels, plays, poems, literature comments and a catalogue of postwar American literature magazines etc. Some famous authors' works, such as Liang Shi-qiu's "Humanism", Ernest Hemingway's "Homage to Switzerland", Jack

London's "The Enemy of All the World" were published, which showed the editors' particular insight.

16 short novels were published in the special edition which were written by famous authors of the world, such as Jack London, O. Henry, E. Hemingway, E. Wharton, Willa Cather and Sherwood Anderson etc. Eugene Gladstone O'Neill's play "The Rope" was also translated and published. Shi Zhe-cun also translated and published 30 poems whose authors are Robert Frost, Conrad. Aiken, Carl Sandberg, E.Found, Hilda Doolittle and Amy Lowell respectively. In the special edition, some other styles of works were published: 5 modern American proses, a catalogue of postwar American literature magazines, a very long biography of modern American authors, 12 modern American literature miscellaneas and 24 modern American authors' photos. The reason why Shi Zhe-cun decided that the works published in the first special edition of foreign literature should be came from America because he considered that there were two important characteristics in the modern American literature at that time: creativity and freedom.

3. Introducing Reportage

"A Day in the Workshop" published in No.6 Vol.2 was one of Soviet Russian reportages translated by Lou Shi-yi, which is of the new style in the Les Contemporains, and greatly convulsed the Chinese modern literary world at that time. "The reportage is a new style in literature, which records people's life with literary method. It belongs to realism literature" [2], Shi Zhe-cun said.

The editors of the Les Contemporains paid attention to the translation and introduction of the Euramerican jumped-up literary styles, which changed and richened the styles of Chinese literature. The Les Contemporains was more modern than the other literary magazines at that time.

4. Regarding The Euramerican Literary Trend

The editors of the Les Contemporains paid great attention to the Euramerican literary trend. They invited some friends who sojourned in England, France, Germany, America and Russia to report the new literary trend in these countries termly. In No.1 Vol.3 Fei Wei's England Report was published, and in No.2 Dai Wang-shu's France Report was published, etc. They also published some Euramerican literary newsletters, which introduced some famous foreign authors. Some new thoughts such as Neo-Romanticism, Dadaism, superrealism and futurism are also introduced.

In Vol.5, the Euramerican novels were introduced systemically according to the authors' countries. From No.1 Vol.5 to No.6 Vol.5, Zhao Jia-bi translated 6 papers: the trend of the neoteric American novels, the trend of the neoteric German novels, the trend of the neoteric Spanish novels, the trend of the neoteric Italian novels, the trend of the neoteric English novels and the growing of the American novels, which provided systemic discussion of development of foreign novels.

5. Regarding The Works of The Euramerican Small Countries

Not only the works of the western big countries but also the works of the Euramerican small countries were published in the Les Contemporains. These small countries are Hungary, Estonia, Austria, Romania, Belgium and Norway.

In the Les Contemporains, some works written by the authors from small countries were published, such as A.Gailit(Estonia)'s novel, L. Mondo(Estonia)'s literary criticism, Arthur Schnitzler(Austria)'s novel and Knut Hamsun(Norway)'s letters, etc.

6. Conclusions

The Les Contemporains opens a window for the Chinese literary world to realize the foreign literature. It speeds the appearance of the Chinese modern works, riches the styles and contents of the Chinese modern literature and speeds the change of the Chinese literature from the neoteric literature to modern literature. It also makes great achievement on the intercourse between China and the foreign countries.

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New Ideas to Facilitate the Economic Development of China's Rural Area

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Abstract

Nowadays, due to the limited amount of land managed by individual farmers, it is difficult to form scale economy, hence blocking the advance of productivity as well as the adjustment of the industrial structure in the rural area, influencing the increase of grain production and of farmers' incomes and even going against the economic development of our whole society. Based on the above facts, this article studies some argued issues about land transfer in our country and comes to some different conclusions. According to this article, with the uncertain land ownership and the little capital owned by farmers, it is significant to exert the functions of local governments and rural organizations and to reform our government's capital supporting policies.

Keywords: Rural economy, Land transfer, Farmers' capital, Government organization, Capital support

Some Problems in China's Rural Economy

Slow Development of Agricultural Productivity

The advanced degree of production tools is a standard to measure the degree of productivity. In fact, in some grain-producing areas, especially in the central area, there has been no major technological advance in their agricultural tools in the past few decades. With the traditional tools, peasants have suffered from low-level mechanization. In addition, slow development in the innovation of grain variety and planting methods and the construction of basic facilities also shows the stagnant development of agricultural productivity in these areas.

Slow Adjustment of Agricultural Structure

After two decades' reform and opening-up, our agriculture has stepped into a new phase of development. With the agricultural product market having been converted into the buyers' market, consumers have higher requirements for the quality and variety of agricultural products and market competition also requires elevation of the added values of our products. Therefore, it is essential to adjust our traditional agricultural structure. However, the adjustment has been blocked by the dispersive management of the contracting system and individual farmers' poor endurance to risks.

Combined Industries and Extensive Management

Divided to manage their land themselves, many families have excessive laborers because it is difficult to reach the ideal percentage between the land and laborers owned by them. In addition, the excessive laborers, even some necessary laborers, have been attracted by the high profits of some non-agricultural industries, hence causing the combined management of agriculture and non-agricultural industries.

Slow Increase of Grain Production and Farmers' Incomes

This fact has been caused by the long-standing laggard agricultural productivity and extensive agricultural production.

In a word, due to the limited amount of land managed by individual farmers, it is difficult to form scale economy, hence blocking the advance of productivity as well as the adjustment of the industrial structure in the rural area, influencing the increase of grain production and of farmers' incomes and going against the economic development of our whole society. Therefore, it seems to be quite necessary to facilitate land transfer in the rural area and promote centralized land management. China being a country with a large population but laggard agriculture, it is significant for our agricultural product supplies in quality and quantity, development of our agriculture and rural area even our national economy to reform the traditional agriculture into mechanized and modernized agriculture. However, the existing contracted responsibility system cannot help us to achieve this goal although it really promoted our agricultural increase in the past. In fact, based on the present contracting system, by circulating the land contracting rights to realize land centralization and scale economy of agricultural production, we will extend the application of advanced agricultural machines and other agricultural technologies, promote the increase of agricultural production and improvement in quality, hence pushing our agricultural development and farmers' income increase.

The Analysis on Land Transfer in China's Rural Area

Currently, there are two tendencies in the researches on the land transfer issue:

First, in the knowledge about the elements influencing land transfer, this research tends to hold that the wide-spread land contracting system blocks land transfer due to its unclear land ownership and hence the high transaction costs. Therefore, in order to facilitate the process of land transfer, land reform seems to be imperative under the situation. Some people even propose private ownership or total nationalization.

Second, in the aspect of policies, this research holds that land transfer should be promoted mainly in the eastern countryside and other rural areas are not fit for that. In addition, in the eastern area, peasants are expected to take part in land transfer voluntarily and spontaneously, in which our government should further clarify land ownership, prolong and stabilize the land contracting rights or provide some other services. Other specialized policy support seems to be unnecessary.

In our opinion, the current studies about land transfer in the rural area have influenced the establishment of policies and the progress of land transfer due to the failure to hold the focus. For example, with the whole nation being the object, they think that most rural areas in our country haven't reached the requirements for land transfer and our country has no strength to support it; but with the eastern rural area being the object, they state that farmers are able to take part in land transfer spontaneously. Taking the two situations into consideration, they think that it is unnecessary for our country to lay down specialized supporting policies and for local governments to organize land transfer in the direct way, which results in the failure to lay down detailed supporting policies. According to our current surveys, land transfer in our countryside areas seems to be spontaneous, slow, disordered and it calls for accurate positioning of our government and policy support. (Aiyun Zhang, 2003, Donge Han, 2003, Ping He, 2003, Yexiang Zhang, 2003, Shenghua Jia, 2002). Actually, even with the contracting system, some areas have succeeded in their land transfer, while land nationalization or private ownership will not necessarily bring about scale economy.

Land transfer in the rural area refers to the transfer of land contracting rights. One of its functions is to promote land centralization among different units and to realize scale economy of land management. Here scale economy refers to the decline of average product costs with the increase of materials and the expansion of production scale (increase of production) at a certain technology level. Production will reach the preferable level when the average costs come to the lowest point. Correspondingly, scale economy of land management refers to the decline of average agricultural costs caused by the expansion of land management area, the increase of agricultural products and hence the apportionment of the fixed costs put in it (such as the investment in machines and facilities, scientific technologies, architectural facilities and so on). Therefore, for that small-scale farmer household management, land scale management is propitious to the optimized collocation of agricultural production elements, the decline of agricultural product costs, the increase of farmers' incomes and agricultural investment and the realization of agricultural mechanization and modernization. In spite of its advantage in encouraging laborers' enthusiasm and maintaining social equity by overcoming opportunism in agricultural production compared with the former system of people's communes, it goes against the realization of scale economy, mechanization and modernization of our agricultural production as well as the decline of agricultural product costs to increase farmers' incomes and to improve our compitition Therefore, it seems essential for the development of our agriculture to promote centralized scale management through land transfer based on the present contracting system. However, it is worth mentioning that it doesn't involve the transfer of ownership but just usufruct.

However, it can be easily noticed that the management units (e.g. farmers) should increase their investment in large-scale machines and other fixed facilities in order to reach the optimized percentage among the elements for agricultural production. In addition, enough capital should be prepared for land rent. Therefore, sufficient capital investment is essential for our land transfer to go on wheels.

Then, has our rural area met with the above requirements?

Generally speaking, there are two sources for farmers to have their investment in agricultural production. First, they accumulate capital through their household management; second, they apply for credits from financial departments. In the former situation, in order to realize their capital accumulation, farmers should have a surplus besides their production costs and living costs. However, they can hardly manage that according to our surveys on their incomes and costs.

First, farmers suffer from severe deficit after paying for their living costs and taxes and the deficit is on an increasing trend, which shows that it is totally impossible for these farmers to realize capital accumulation and investment in the reproduction on extended scale with their difficulties in covering their simple reproduction and living costs. Second, the surplus besides farmers' living costs and taxes comes from non-agricultural incomes. Due to the higher relative profits, farmers prefer to invest more capital in non-agricultural production and management. Besides, they should preserve a certain amount of active capital against risks. Therefore, our expectation for these farmers' investment seems to be impossible and unrealistic. Actually, ever since the 1990s, Chinese farmers' costs in the fixed capital for agricultural production have stayed at a low level.

Taking the above fact into consideration, we will find that non-agricultural capital seems to be especially important for the expansion of our agricultural production through land transfer, which calls for capital support.

Nevertheless, our insufficient agricultural loans cannot satisfy the request for the large amount of investment in agricultural production. Currently, there are four parts in our rural financial system: Rural Credit Union, Agricultural Bank of China, Agricultural Development Bank and Postal Bank. Agricultural Development Bank just provides services for grain and cotton purchases, not involving granting loans to farmers. In spite of its nature of a state-owned bank to provide financial services for farmers in the past, Agricultural Bank of China has transferred to commercialization with the commercialization reform of state-owned banks. With the lower relative profits from agriculture, Agricultural Bank of China has shifted its focus to urban areas. Gradually, the loans to farmers have been reduced. In this situation, Rural Credit Union becomes the main force to provide loans for farmers. Since 2001, the amount of loans to agricultural production granted by Rural Credit Union has been over 77% of the total amount. However, according to the statistics of its loans and deposits, it seems to have taken out capital in more cases. Actually, Rural Credit Union has got much greater amount of deposits from farmers than the loans given to them and the percentage between loans and deposits has been on a reducing trend in the recent years. Being a bank only accepting deposits and not granting loans, Postal Bank is also an important channel of rural capital's outflow.

According to the above, it is easy to find that our present rural financial departments are not capable of providing a sufficient amount of loans for agricultural reproduction on extended scale. That is to say, the agricultural loans cannot satisfy the needs of land transfer in quantity.

On the other hand, we have been prepared to provide financial support for land transfer. Nowadays, our country has preserved 30,000,000,000,000 RMB in the savings deposits of urban and rural residents, there is enough space for our financial support for agricultural production and we have owned sufficient foreign exchange reserve, all of which has offered the external conditions to provide financial support for land transfer. We are faced with the critical issue to lay down right financial policies to collocate the idle capital to our agricultural development which starves for capital support.

New Ideas to Facilitate the Economic Development of China's Rural Area

First, according to the analysis on some cases of land centralization in China and other countries, our government can take an active part in this process. For example, the German government and the French government intervened land centralization with powerful legal and administrative measures as well as take some economic measures to support it. As is mentioned above, former Federal Republic of Germany once endowed its government with the rights to force farmers to have their land centralized by the strong hand. The French government involved itself in land transfer by establishing land management companies to step into the land market. The Dutch government also took some similar measures to promote its land transfer process. Maybe it is these powerful intervening measures that help these countries to realize their land centralization, hence their agricultural mechanization and modernization. On the contrary, without their governments' direct intervention to enforce their corresponding economic policies, Japan and Korea didn't achieve their success in land centralization. It is shown in all these above cases of some foreign countries that success in land transfer can be achieved with our government's direct intervention instead of totally depending on farmers or the market itself.

In some parts of our country, there are also some cases in which land centralization has been organized successfully by the local government. For instance, in the famous "Shunyi Pattern", land transfer and centralization was organized directly by the rural collective economy organization. In the end, Shunyi created a leading card in centralizing a large land area within a county based on the former situation in which every household just managed 3-5 mu of land.

Why is it that the government's direct organization will promote land transfer effectively? Perhaps the reason lies in that this kind of direct organization can solve some difficulties confronted by farmers in their collective activities. According to Olson's theory, politicians' intervention will help collective activities to break away from difficulties. As is mentioned above, it is difficult for individual farmers to take part in collective activities due to their dispersive distribution and relatively average wealth, which calls for the government's intervention in the direct way. It is true especially in our country where farmers must pay more in their property right transactions because they have no land ownership and even their contracting rights seem to be unclear. Being the spokesman of land ownership as well as the authority to manage social affairs, our government is able to cut down the transaction costs and promote the progress of land transfer.

Second, due to the importance of financial support for land transfer and the incapability of our rural finance in its amount of loans, structure, design of the system, it is quite necessary to implement some supporting policies favorable to land transfer and centralization in order to realize scale management of our agriculture and its modernization.

In fact, it is possible for our country to provide capital support for our land transfer. As far as our country's overall strength is concerned, our average GDP exceeded $ 1000 in 2003, which is no less than that of Germany and France in the 1940s to 1950s, or that of the United States in the 19^{th} century. Since these countries managed to provide support by implementing financial policies at that time, it is totally possible for us to do it now. A more detailed analysis is as follows: (1) all these banks in China have preserved 30,000,000,000,000 RMB in the savings deposits of urban and rural residents, with which the banks absolutely have the strength to offer credit support for our land transfer process. In this case, it is critical to collocate the idle capital to our agricultural development through the reform in the present rural financial system. (2) There is large space for our financial support for agriculture. It must be accepted that our country has owed a lot to the agricultural development financially due to our focus on industry instead of agriculture in a long run. It is time for the transfer of our focus. Therefore, large space has been left for the reduction of agricultural taxes, the increase of allowance and investment in agricultural production and so on. (3) At present, the land in the rural areas is collectively-owned, which makes it possible for our government to organize land transfer directly. Our complete government system is quite favorable for this process. (4) Even if the policy support is limited by our national power, we should begin with some key areas. Currently, the eastern rural area doesn't call for much participation of our government in its land transfer process because of its advanced economy. Nevertheless, the central area (including the three provinces in the northeast) should be regarded as the focus area due to its favorable natural conditions but poor economic conditions. The success story in the central area will promote the development of the western area. (5) The industrial development has endowed our country with the power to realize agricultural mechanization, only with the problem to adjust our investment direction and industrial distribution. At any rate, it is possible to produce more cheap rural facilities than mobile phones or cars.

According to the above, it is possible as well as necessary to support our land transfer through policies. Prompt actions should be taken to lay down detailed supporting policies, especially some policies to provide capital support. In the authors' opinion, the reform of the taxation system and the rural land system should be combined to promote the process of land transfer and the development of our rural economy. In our country, the great amount of capital in our banks hasn't been applied to effective investment while our rural areas are starving for investment to promote their agricultural production. In addition, since land is peasants' basic guarantee, our government is against private ownership of our land. With the reform in the taxation system, such as the inheritance tax and the donation tax, the investors in agricultural production will pay less or no money for the above taxes. In this way, a great amount of deposits will flow to the rural area. Furthermore, this measure will help to avoid the transfer and outflow of our domestic capital. In addition, our government should make a reasonable and scientific plan for the investment in agriculture to guarantee its sound progress. Investors must provide certain amount of capital as their mortagage, which is used as the risk capital to guarantee peasants' interests in the case of bankruptcy. And every year a certain amount of profit should be added to the mortagage part. In the end, this part will be returned to the investors with the exception of management failure. We believe that a new pattern of land system reform will be created and farmers' basic interests will be guaranteed by implementing such system designs, increasing government investment and facilitating the construction of basic rural facilities. Only with a lot of private investors in agriculture will it be possible to form a market competition system, promote rural economy and lessen the disparity between the urban and rural areas.

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Analysis of the Impact on China's Textile Exports of EU New Trade Strategy

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Abstract

At present, China has become EU's largest textile trade partner, Sino-EU textile and garment trade has increased steadily and the average speed of China's export to EU keeps rising. In view of EU new trade strategy's put forward, the paper will give some analysis of the impact on China, and finally predict the prospect of Chinese textiles in EU markets.

Keywords: EU, EU new trade strategy, Impact, China's textile export

October 11, 2006, the European Commission announced a new trade strategy, which made EU trade policy together with the agenda of enhancing competitiveness and carrying economic reforms. The new policy will contribute to develop new trade markets and ensure to be treated fairly for the companies. From autumn, 2006 to 2007, the European Commission will run a series relevant activity and commence the agenda of improving the competitiveness. The agenda is included to sign bilateral free trade agreements with major trade partners, protect intellectual property, non-tariff trade barriers and other aspects. And it also mentioned that China would be EU's biggest challenger in the next few years.

Well, how is the trade relationship between China and EU? How will this new trade strategy impact on China's textile trade? And then what's the prospect of Chinese textiles in EU markets? This article will give the following analysis.

1. Sino-EU textile trade status

China's textile and clothing industry is a traditional industry. EU market is the world's most active market for garments and it has been an upward trend in clothing demands. At present, China has become EU's largest textile trade partner, while EU is the second largest market for China textile exports.

In recent years, Sino-EU textile and garment trade has increased steadily and the average speed of China's export to EU keeps rising. Statistics from China's customs shows that, China's textile and garment exported EU reached 18.863 billion U.S. dollars in 2005. Compared with 2004, an increase of 55.30%. Among them, Textiles was 5.3 billion U.S. dollars, an increase of 37.17%; Garments was 13.563 billion U.S. dollars, an increase of 63.76%. China's textile and garment import from EU reached 992 million U.S. dollars in 2005, which was 18.86% increased comparing with 2004. Of which, 795 million U.S. dollars of textiles imported, an increase of 15.87%; 197 million U.S. dollars of clothing imported, an increase of 32.93%.

1-5 month, 2006, China's textile and garment exported EU was 7.543 billion U.S. dollars, an increase of 11.74%. Of which, 2.602 billion U.S. dollars for textiles, an increase of 16.98%; 4.942 billion U.S. dollars of garments, an increase of 9.16%. 10 categories of restriction exports reached 1.108 billion U.S. dollars, a decrease 28.01%; Non-restricted products exported EU 6.435 billion U.S. dollars, an increase of 23.48%. By the end of Jul. 2006, China's textile and garment have exported 11.861 billion U.S. dollars to EU in a total, an increase of 6.6%.

In fact, one hand EU market doesn't separate from China's textiles and garments; on the other hand, it is afraid of the competition from Chinese textiles and garments. Owing to the rising in EU's market shares, some less-competitiveness developing members of EU would lose some substantial market shares. It is precisely because of a comparatively high growth rate and low market prices, kinds of domestic industries and other third industries in EU have felt feared. Therefore, the EU Commission has to not only find ways to improve the industry's productivity and competitiveness, but also set up a lot barriers to Sino-EU textile trade, such as using technical trade barriers, anti-dumping and other measures to protect the local industries and curb the Chinese cheaper textiles swarmed. Thus, the frictions of Sino-EU trade have come out frequently.

2. The positive impact on China's textile exports of the new strategy

As we known, any new strategic policy put forward should have a positive meaning. The intention of EU new trade strategy announced is to strengthen economic strength of member countries and improve competitiveness in the international market. Generally speaking, the policy of "refusing protectionism inside, activity developing outside markets" gives all the EU trade partners a positive impact, and then on China's textile markets may be no exception.

2.1 Expanding market space

From EU quota on China textile to the abolition of quotas on Jan. 1, 2005 and, also a variety of new non-tariff trade barriers are being used, China textiles exported to EU market has had a very difficulty road. The fundamental reason is the policy of "protecting local industries", which is supported by EU member countries. After the abolition of quota system, the EU producers felt much pressure of competitiveness from China, and also worried that the rapid growth of imports from China would destroy the majority of European remaining textile industries. Therefore, they strengthened the lobbying in the European Commission and resulted in backlogs of Chinese exporters. At this time, the introduction of "refusing protectionism inside" demanded and urged parts of EU member countries to reduce the degree of protectionism. Of course, there is no open market and reject protectionism completely. But on textiles, certain categories of textiles market will be open at least, and it'll bring more economic benefits to China's huge textile industry.

2.2 Lowering the entry threshold of some textiles

In the new strategy, European Commission especially presented the viewpoint of "China would be EU's biggest challenger in the next few years". That could attract EU pay more attention to China, as the booming of China has become a fact. According to World Bank's statistics, the scale of China's economy has become the 4th largest one in the world, which has surpassed that of Britain. In the world political and security fields China's influence has also held the balance. In Brussels (EU headquarters), according to some policy study reports and media reports, "China factor" has seemed to be an "indispensable" factor.

We believe that EU will necessarily rely on China's support in certain areas or on certain aspects in the next few years or a long period of time. In view of this, under the call of "activity developing outside markets" the entry threshold may become much lower, and some textiles which not been involved in Sino-EU trade previously or restrictive ones are likely to have the opportunity to set foot in EU textile market.

3. The negative impact on China's textile exports of the new strategy

Of course, it will necessarily bring many adverse effects since China has attracted EU's attention. One of the obstacles for textile exports to EU is product safety and environment protection. Since EU has higher technology level of textiles and garments and higher living standard, people have much favored in high-tech green products. On the ground of protecting ecological environment and consumers health EU has set some strict standards for domestic and imported products. However, it real aim is to protect its own textile industry. From the introduction of "White Paper trade policy to china" in Oct. 2006, under the framework of the new trade strategy we could see that it would bring some benefits, but EU has set up more conditions also.

Many EU officials believe that China has enough power standing the same height with EU. Since it is an "equal relationship", China should be "more responsible". So, two sides would have much more "equality and reciprocity". In EU's view, the challenge is not only performance in China's largest importer of EU textile, EU is China's largest trade partner and the second largest export market, but also in the large unfavorable of trade balance, China's competitive manufacturing, trade friction and other issues.

3.1 Tariffs

Imposing tariffs on EU as national fiscal revenue, it could be used not only in developing domestic other industries, but also in protecting the healthy development of domestic relevant industries. On textiles and garments, EU thinks that China's tariffs imposed on such products are still too high and continue to require that China should completely fulfill the commitments to reduce duty when joining the WTO.

It could be predicted that if China makes lower tariffs, EU would export a large number of textiles to China. With EU's high-tech products Chinese domestic market will be occupied a lot, and the fiercely impact on China's domestic textile industry should also be so strength. China's textile industry took up the middle and lower fields of the world market, while Europe and the United States accounted for up-market. If EU members' textiles export China, they will find the considerable consumers soon. Relied on the strong marketing measure, EU will be familiar with the Chinese market soon and produce more products to meet the public, and then the market would further expand.

Thus, because of China's textile industry has less competitiveness; China government should take tougher measures to guard the tariffs. The Chinese WTO negotiator, former directors of China customs Jiahuang Wu said that China has fulfilled 100% of the commitments for the tariffs when joining the WTO and the accused of EU may be based on their own standards rather than WTO standards. I do agree with him.

Conversely, it would be a huge unmeasured economic loss for China's textile industry, if EU increases the related tax on Chinese textile exports. So in view of China's current status, it’s quite hard to cancel or reduce tariffs. Therefore, under the framework of the new trade strategy, there must be some tariff barriers for China's textiles and garments when entering EU market.

3.2 Non-tariff

EU thinks that China's inspection and quarantine standards are not consistent with international standards, thus it has brought a lot of non-tariff barriers to EU SMEs, which has hampered EU products export to China.

Non-tariff barriers mean that all the measures of restriction imports except for tariff. Compared with the tariff, non-tariff barriers have greater flexibility and focus. It could achieve the purpose of limiting imports much directly and has much more hidden and discriminatory. After the World War II, along with many rounds of multilateral trade negotiations, the tariffs from countries and regions in the world have been declined. However, Non-tariff barriers have still been increased and become more and more varieties. It has become the primary measure of protection in the international trade conflicts as well.

In particular, the technical barrier has become the main Non-tariff barrier in international trade in recent years. With the strongly concerned on ecological and environmental issues, a lot of new concepts came into international textile trade in large-scale areas, such as “cleaning production”, “green products” and “Eco-Textiles”.

Because people rose higher requires for wearing textile and apparel in safety issues, including the United States and EU, some developed industrial countries and regions have put forward a series of related laws and regulations with strict standards. For instance, some EU countries have adopted the OKO-TESl00 to restrict importing garments in Formaldehyde, metals and preservatives for over 100 hazardous materials. EU has banned importing the textiles and garments used over 0.5mg in nickel on supplements and accessories, such as Button, zip, costumes and so on. Those rules have formed new technical barriers for China’s textile and garment exports.

So it is predicted that “green barrier” will be the largest Non-tariff barriers to developing countries special for China. Green consumption will be more severe challenges to China textile industry.

Obviously, EU is not aware of his non-tariff barriers imposed on China and merely requires China to lower the standard for EU’s exports. On this issue, I still hold on the opinion of tariff issue above and stress that China should strengthen restrictions for imports before no match with EU in the high-tech. However, Sino-EU textile trade will be also faced with other problems that are similar characteristics. In “EU trade policy to China”, green and technical barriers are the favorable measurements; meanwhile the using of technical barrier also should be applied by the 10 new products, such as banning on the sale of fuel containing azo garment, footwear and bedding. And these will enlarger the restrictive range of textile exports. In addition, China's textile exports are low-value-added, low technological content and less environmental factors, so non-tariff barriers will be the biggest barriers to Chinese exports after the quotas abolished.

All in all, the paper still has a relatively optimistic attitude on the prospects of Sino-EU textile trade in the future, though there will be a lot of frictions. As to the current situation of EU textile industry, the industrial structure adjustment will be a long process and the job transfers of 2.5 million textile workers will also be difficult to achieve in the short term. Therefore, EU will not give up using the effective trade protection – “242” term, which expires to Dec.31, 2008. Moreover, even the “242” is invalidity; EU could also restrict textile imports from China by green barriers, labor standards barriers and other barriers.

China textile industry must pay more attention and be alert to that. We must work hard to “practice strengths”, continue enhance the value-added textile products, and also take a use of international trade rules to safeguard of our own rights and interests.

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European Raw Materials Stocks Gain

Adria Cimino

Bloomberg, May 25, 2007

European mining shares rose after copper, nickel and zinc prices gained, pushing Rio Tinto Group, the world's third-largest mining company, and Anglo American Plc, the second-biggest, higher.

Balfour Beatty Plc and CRH Plc led construction stocks lower on concern that accelerating growth in Europe will keep interest rates rising. OMX AB had its biggest rally in 4 1/2 years after Nasdaq Stock Market Inc. agreed to buy Europe's fifth-largest equity market.

"European stocks remain attractive," said Ulrike Pfuhl, Frankfurt-based portfolio manager at JPMorgan Asset Management, which oversees $847 billion.

The Dow Jones Stoxx 600 Index slipped from a 6 1/2-year high this week as investors speculate rates will rise in Europe and cuts in the U.S. look less likely. New home sales in the U.S. climbed the most in April since 1993 and durable-goods orders gained for a third month, reports showed yesterday.

The Stoxx 600 dropped less than 0.1 percent to 393.48. It lost 0.1 percent for the week. The Stoxx 50 added 0.3 percent and the Euro Stoxx 50, a measure for the 13 nations sharing the euro, added 0.2 percent.

National benchmarks declined in 11 of the 18 western European markets. The U.K.'s FTSE 100 increased 0.1 percent. France's CAC 40 added 0.2 percent and Germany's DAX rose 0.5 percent.

The U.K. economy expanded at a faster annual pace than forecast in the first quarter, supported by consumer spending and investment. Gross domestic product increased 2.9 percent from a year earlier, up from a 2.8 percent estimate on April 25, the Office for National Statistics said.

Consumer Confidence

German consumer confidence rose to a five-month high as the economic outlook brightened and households raised their income expectations. The European Central Bank has signaled it will raise borrowing costs again next month.

Rio Tinto jumped 4.1 percent to 3,675 pence. Anglo American Plc, the world's second-biggest mining company, added 1.2 percent to 2,940 pence. Lonmin Plc, the No.3 platinum producer, climbed 0.9 percent to 3,890 pence.

Nickel gained the most in four weeks in London after production from the Voisey's Bay mill in Canada was shut because of a dispute over safety. Copper and zinc also advanced.

OMX climbed 11 percent to 199.5 kronor. Nasdaq agreed to buy Sweden's OMX for 25.1 billion kronor ($3.7 billion) after failed attempts to acquire London Stock Exchange Plc left the U.S. company behind in the race to expand into Europe.

OMX

Nasdaq offered 208.1 kronor for each share in Stockholm- based OMX, the companies said. Nasdaq will pay with 0.502 new share and 94.3 kronor in cash for each share in OMX.

"All of the conditions are in place for more mergers and acquisitions," said BNP Paribas Asset Management's Dargnat. "There's a race to attain size, and cash can conquer market share. This should continue."

Bolsas & Mercados Espanoles, the operator of the Spanish stock exchanges, added 3.6 percent to 40.86 euros. Deutsche Boerse AG, operator of the Frankfurt Exchange, rallied 1.8 percent to 171.50 euros.

"You're seeing consolidation worldwide in exchanges," said Philippe Gijsels, senior equity strategist at Fortis Bank SA's private investment unit in Brussels, which manages $62 billion. "It makes sense. People want to invest globally. It fits well in the picture."

Mediolanum

Mediolanum SpA paced an advance by insurance stocks after the company said it received takeover approaches. The shares gained 4.5 percent to 6.62 euros.

"There are requests from foreign groups that would like to buy Mediolanum and enter the Italian market," Chief Executive Officer Ennio Doris said in an interview late yesterday. "They are European groups that are already present in more than one European country." He didn't identify the companies.

Mediolanum, which sells insurance, pension funds and investment products through a network of financial advisers, is expanding into current accounts and credit cards to attract new customers and increase assets under management.

Allianz SE, Europe's largest insurer, rose 0.8 percent to 162.91 euros. The company sold all its shares of a venture to South Korean partner Hana Financial Group Inc.

"There's a need for consolidation in the insurance sector and there's a lot of takeover speculation in the mining industry," Pfuhl said.

Carrefour

Carrefour SA jumped on speculation that Colony Capital and French billionaire Bernard Arnault may increase their stake. The stock added 2.3 percent to 54.58 euros.

"We heard a rumor that Colony would increase its stake," said Marie-Caroline Messager, a trader at Fimat in Paris. "That's lifting the stock."

Olivier Labesse, a spokesman for Arnault and Colony, declined to comment, as did a Carrefour spokeswoman.

Balfour Beatty, the U.K.'s biggest construction company, declined 2.4 percent to 455 pence. CRH, the second-largest maker and distributor of building materials, lost 2.3 percent to 36.19 euros. Assa Abloy AB, the world's biggest lockmaker, declined 1.3 percent to 158 kronor.

Construction and materials companies were the worst performing of 18 industry groups in the Stoxx 600.

Utilities

Shares of utilities including British Energy Group Plc declined as two-year yields on European notes held near the highest in five years.

British Energy, whose nuclear reactors can produce about a fifth of the U.K.'s electricity, slid 2.1 percent to 575.5 pence. Enel SpA, Italy's largest power producer, declined 0.7 percent to 8.413 euros. Rising yields make bonds a more attractive investment compared to high-dividend paying shares such as those of the utilities industry.

Iberia Lineas Aereas de Espana SA rose 2.9 percent to 3.95 euros. The board of Spain's biggest airline received information provided by TPG Inc. about a planned bid for the carrier and will study it at a meeting.

Goldman Sachs Group Inc. is now the fourth-largest investor in British Airways Plc after raising its stake to 5.1 percent. Shares of Europe's third-largest airline added 0.8 percent to 461 pence.

The value of mergers and acquisitions in Europe has reached $1.24 trillion so far this year, according to data compiled by Bloomberg.

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Australian Cattle Prices Increase as Rain Spurs Rancher Demand

Madelene Pearson

Bloomberg, May 25, 2007

Cattle prices in Australia, the world's second-largest beef exporter, rose for the fourth week in five after recent rain spurred demand from ranchers.

The benchmark Eastern Young Cattle Indicator, which measures auction prices of young beasts in eastern Australia, rose 2.3 percent this week to A$3.335 ($2.73) a kilogram today. Prices this week reached their highest in seven weeks.

Cattle prices have gained 21 percent this year as ranchers began rebuilding herds on expectation of an easing in dry conditions. New South Wales, the second-largest beef producing state, got between 25 millimeters and 50 millimeters in many parts in the week ending yesterday.

"Demand for young cattle, particularly from re-stockers, has increased significantly following last week's rain," Meat & Livestock Australia said today in an e-mailed report. "The increased demand across the board has resulted in indicator prices lifting."

Ranchers offered more cattle for sale this week to take advantage of the price gains, the Sydney-based trade group said in the report. The number of cattle offered at auctions rose 25 percent this week at sale yards monitored by the National Livestock Reporting Service, compared with a week earlier, it said.

Brazil is the world's largest beef exporter.

Modern Teachers' Role in College English Teaching

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Abstract

It is commonly agreed upon that a new role of the teacher is a key issue in connection with use of new technology. The role of teachers has changed and continues to change from being an instructor to becoming a constructor, facilitator, coach, and creator of learning environment. Traditionally, the evaluation of a teacher has depended on the amount of knowledge he or she crammed into the students' heads, and the teacher is the unquestionable authority; Modern ELT , the teacher who takes only an oratory role cannot meet those multiple needs. So a different balance in the roles of learners and teachers is needed and a different climate and environment of communication and co-operation will have to emerge. Both students and teachers will have to accept that they have a joint responsibility for the goals and methods of English learning.

Keywords: Teacher's role; ELT; Goal & method of English teaching

It is commonly agreed upon that a new role of the teacher is a key issue in connection with use of new technology. This is obviously true, but there are few in-depth analyses of what this role is, beyond some general statements that the role must put more emphasize on counseling and less on traditional classroom activities. The role of teachers has changed and continues to change from being an instructor to becoming a constructor, facilitator, coach, and creator of learning environment.

1. Traditional Role of Teacher in ELT

Traditionally, the evaluation of a teacher has depended on the amount of knowledge he or she crammed into the students' heads: the more, the better. Therefore, the image of a successful teacher has been of one who lets loose a flood of eloquence while standing on the platform of the classroom. The teacher is the unquestionable authority, who dominates the class from the beginning to the end, while the students are just "ignorant audience " who write down the precious words and sometimes offer their applause and laughter caused by the admiration. Considering the time spent on the explanation and analysis of grammar, sentences, phrases, words and their usages with comparatively little time on exercises, practices and almost no time on communication, it's obvious that the teaching is focused on linguistic competence rather than communicative competence. Therefore, there is little cooperation between the teacher and students, and the teacher gets little feedback from his or her "audience".

It's apparent that the teacher's role in the classroom is decided by the goals that the teacher intends to achieve. The goal of traditional ELT has been to help students read and appreciate selected written passages, and the most effective way to realize the goal has been to explain to the students the necessary vocabulary items and grammatical structures. When translation of the reading passage is finished, the teaching goal has been accomplished. In this teacher-centered class, the teacher is a controller who instructs and guides his or her students to understand the written passage sentence by sentence, taking scant notice of the feelings and reactions of students. Students have no opportunity to apply what they have learnt to practical communication. Thus, the result is the teacher's heavy domination over the whole class and students' passive reception, which frustrate students' potential and creativity.

2. Modern Roles of the Teacher in ELT

Modern ELT, which involves four related language skills, is expected not only to provide enough linguistic knowledge but also train the students' ability to communicate by practice in reading, writing, listening and speaking. Thus, the teacher who takes only an oratory role cannot meet those multiple needs. A teacher should take a dominant role only when his or her expert knowledge is needed for the explanation of the sentences which the students have difficulty in understanding. Even in this case, the less time that he or she dominates the class, the better.

In this learner-centered class the teacher has. To shift his or her role from a dominant teacher to an organizer or a director, because the goal of language teaching is to enable students to use the target language to communicate efficiently in real life.

Teachers and students all participate in the teaching and learning process. Which breaks down the traditional teaching patterns. Thus four basic skills, reading, writing, listening and speaking, are fully trained. To some extent, the teaching is subordinated to learning: the teacher works with the students, and the students work on the language.

The role differences between a dominant teacher and a directive teacher can be seen through the techniques they employ. As far as the teaching techniques are concerned, they should be varied according to the different stages at which a class is conducted. The following procedure and explanation are given just for some demonstration of directive teaching.

Pre-reading activities

Questions raised relating to the subject matter of the reading passage

Questions relating to the subject matter of the reading passage should be used to focus students' interests in the general theme of the passage. These questions are to be answered before studying a passage. Either individually or in pair or group discussion according to the students' own experience in real life. The teacher suggests answers only when breakdown occurs. In this pre-reading stage, answers should not be evaluated immediately after the questions are given. The teacher functions only as a facilitator. Students will soon find whether their answers are appropriate or not when they move to the next stage. For example, before studying the text "Food"(New College English Book 2, Unit 1) the following questions can be raised:

a) What do you eat every day?

b) Which food gives us a lot of energy the most rapidly?

c) Which food is most fattening?

d) Which food can we get the most vitamins from?

e) Why is Vitamin C good for you?

f) How can you cook green vegetables to avoid the loss of nutrition?

g) What do you think of the fast food and snacks?

h) Compare some differences in eating habits between Chinese and Westerners.

You may find these questions don't require any definite answers and of course shouldn't be too difficult, but simply function as a lead-in and warm-up role to get students ready to learn the passage and involved in the class activities. In this way, students are given opportunities to communicate and interact with each other, and their interest is stimulated.

The teacher, students, and learning materials are the three main factors in the whole process of ELT. The function of the teacher is one of the decisive factors. Harmer (1991) says, "The teacher plays multiple roles in communicative activities-as controller, as assessor, as organizer, as prompter, as participant and as resource. " In a modern ELT class a teacher has to organize class activities and set tasks for students as an organizer, controller and participant; give instructions and offer useful information as a director and knowledge transmitter when students feel confused or need assistance; and finally, evaluate students' work and give some advice and encouragement as an assessor and guide to help students to improve their communicative ability and gain competence. By the appropriate adoption of the suitable teacher's role, the simultaneous development of students' reading, writing, listening, and speaking skills can be accomplished.

3. The Necessity of Changing Teachers' Role in ELT

How then will new information and communication technology change the way

in which teachers shape and implement their role? There is no easy and uniform answer to this question. The reason is that it depends on how we conceive the role in general. And the teachers' own conception of their role will be influenced by the expectations they are met with both by the students and by the society. Clearly, some of the traditional roles of teachers already seem rather obsolete, quite apart from the introduction of new technologies. Those which are based on the assumption that the teacher should be the only and authoritative source of information, are rooted in a society which is not in our times, if it ever was.

One aspect of the Information Society is a dramatically increased amount of information available, and an increased access to a variety of rich information sources. Another aspect is the increased possibility of presenting, editing, organizing and manipulating information, e.g. in multimedia format. The chances that a teacher will be able to compete with the entertainment industry concerning the presentation of information should not be overestimated.

On the other hand the wealth of available information probably makes it more difficult than before to apprehend structures and meanings. Students' perception of knowledge as pieces and bulks of information may be strengthened both by the amount and by the way it is accessed and organized. It may stimulate the senses more and give a more vivid flavor of reality, but the meaning and coherence may disappear. It is easier to grasp the structure of a linear textbook than that of a hypertext with a multitude of links. Which one is the best representation of reality is of course a different question. The teacher cannot continue to insist that his or her structure is the only one or even the best one. But it will be much more important in the future that students and teachers together address the issue of apprehending and constructing structure and meaning. The lecture and the textbook will not be sufficient any more. The teachers and learners will have to produce their own "textbooks" and presentations, as part of their articulation of the world, built from a wider range of sources. The teacher who thinks that this is her or his job only, as the "sculptor", is mistaken.

On the whole, a different balance in the roles of learners and teachers is needed and a different climate and environment of communication and co-operation will have to emerge. Even if this balance of control needs to shift, that does not mean that the students will be able to or should take over the control completely. Both students and teachers will have to accept that they have a joint responsibility for the goals and methods of English learning.

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UBS Planning to Sell SF4.1 Billion Julius Baer Stake

Warren Giles

Bloomberg, May 25, 2007

UBS AG, the world's biggest money manager, plans to sell its 4.1 billion-Swiss franc ($3.3 billion) stake in Julius Baer Holding AG and use the proceeds to buy back stock.

UBS got the 20.7 percent holding when it sold three private banks and an asset management unit to Julius Baer in December 2005. The sale will generate a pretax gain of about 2.1 billion francs, Zurich-based UBS said in a statement today.

The largest Swiss bank will repurchase shares, which have trailed rivals Credit Suisse Group and Deutsche Bank AG for the past year as the company posted three straight declines in quarterly earnings. Julius Baer's stock climbed 34 percent this year amid speculation among analysts that the Zurich-based company may be a takeover candidate.

"UBS is clearly trying to win friends after three quarters of disappointing quarterly results," Peter Thorne, an analyst at Helvea in London who rates Baer shares "neutral," said in a note to investors today. "We expect UBS to sell its shares to the likes of Julius Baer itself or institutional shareholders."

Shares of Julius Baer, Switzerland's biggest publicly-traded private bank, rose 1.55 francs, or 1.7 percent, to 91.15 francs in Zurich. The stock reached a record 94 francs last week. UBS shares gained 1 franc, or 1.3 percent, to 79 francs. They have gained 13 percent in the past year, compared with Credit Suisse's 31 percent increase and Deutsche Bank's 24 percent gain.

UBS spokesman Christoph Meier said "a number of institutional and financial investors" have shown interest in the Julius Baer stake. The value of UBS's holding has more than doubled since the sale of the units to Julius Baer was announced in September 2005.

Julius Baer, founded in 1890 and led by former UBS executive Johannes de Gier, paid the Swiss bank 6.1 billion francs for fund manager GAM and three banks for the wealthy: Ehinger & Armand von Ernst, Banco di Lugano and Ferrier Lullin. The purchase added 128 billion francs in assets under management.

Julius Baer said Feb. 8 that full-year net income rose 36 percent to 868.1 million francs. It's hiring bankers and opening offices in faster-growing markets such as Asia and the Mideast to compete for fees from managing wealthy people's assets. Members of the founding Baer family gave up their controlling stake in the bank in 2005.

In March, UBS started a three-year program to buy back as much as 10 percent of its share capital, or as much as 16.5 billion francs worth of stock.

UBS reported a 7 percent drop in net income for the first quarter and said it would scrap the hedge fund run by former investment-banking chief John Costas after losses in the U.S. mortgage market.

Julius Baer spokesman Martin Somogyi declined to comment on the UBS statement.

A Discussion of School Branding Development

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Abstract

School branding development means a process of building a brand for a school, what is different from development of the school and construction of "key school" or "model school" as well. School branding development includes three phases, namely the creation phase, the growing phase, and the mature phase.

Keywords: School branding development, Strategy, Tactic, Position

The connotation of school branding development

The meaning of school branding development

School branding development is a process in which a school adapts to market changes, form high-quality educational services, promotes core competencies, and constructs a perfect image for the school. In a word, it is a process of constructing the brand for school, including the expansion of school brand, and its span of width and depth. School branding development and development of school are two different concepts. School branding development is, under the direction of school branding idea, to coordinate sorts of relationships in school by means of integrating internal and external resources, and forming unique educational services and nice school image, emphasizing the school's active, creative, and integrated development, the relationship between school and educational consumers, the ecological relationship between schools. However, development of school refers expansion of school size, improvement of educational quality or extension of school, emphasizing the scale of educational services in school and its efficiency. Therefore, the strategy of school development and the strategy of school branding development are two concepts at different layers. The strategy of school branding development, as the highest layers of school development, embodies modern school development's innovative and ecological ideas.

School branding development differs from construction of "key school" or "model school". "School brand" is not equal to traditional "famous school" and "key school". In essence, famous school stands for honorable school or famous brand school, what is the best among brand schools. But in our daily life, the name of "famous school" reflects an attribute from its fame and reputation angles. This kind of "famous school" may be developed into certain educational brand by operations or loses its reputation step by step. In a common sense, people tend to equate the "famous school" with the "key school". But in fact, the "key school" comes into being in special historical period, reflecting government's position in allocation of educational resources. It is a typical model originated from administrative interference, representing the planning model in education field. Therefore, comparing with the "famous school" in daily life, the school brand has deeper connotations and values. As far as the effect is concerned, the brand school has more powerful strength and more sustainable, evident effects than the famous school. The "school brand" reflects the qualified position of school in the society and the mass. As a choice of market and the mass, it reflects the fundamental features of high-quality schools under the market economy. The "school brand" in China is chiefly developed from the "key school". But from a global angle, the school brand is emerging along with the development of educational market.

The contents of school branding development

Its contents include the expansion of courses, the improvement of education service the shape of school's image and the relationships in school. The branding products or products' brand is the education service provided by school, which reflects the functional values of school brand and serves as the root of school branding development. The school image can be represented by the scene, things, people, and affairs. An excellent brand image can give consumers a strong cognitive difference and experimental difference, by which to achieve the affective values of school brand. The relationships in school include the internal and external ones, the former including relationships between the principal and teachers, the principal and students, teachers, teachers and students, the later including relationships between school and companies, governments, students' parents, media, source schools of students, and similar schools. A nice relationship between these subjects, especially a long and stable relationship with consumers (students and their parents), is the base of achieving school's social values.

The methods for school branding development

The methods for school branding development are in every phases, including the scheme of school brand, the position of school brand, the design of school brand, the marketing of school brand, the management of school brand, and the evaluation of school brand.

The phases of school branding development

Just as other brands, the school brand still has a process of emergence and development, including the creation phase, the growing phase, and the mature phase. The value ideas, strategic stresses, organizational relationships, and management tactics in every phase are different.

The creation phase of school branding development

The creation of brand is the base and precondition for brand management and competitive advantages.

(1) Value ideas -- emphasize unique ideas and clear market demand

The creation of school brand demands for the establishment of a branding idea first that should reflect special education consumers' value demand on one hand, on the other hand it should reflect its differences from other schools, showing the founders' innovation in education field. The school branding idea is based on the general school brand to design and abstract school brand spirits and culture. It can be identified in school branding products or school image design. By means of repetition, collection, and time accumulation and enhancement, the branding idea can possess unique personalities, differing from competitive brands effectively. The branding idea may be period. But we should ensure its sufficient time cycle. Take the No.50 Middle School in Chengdu for example. It focuses on middle students, regarding them as its service objects. It advances an "ensure middle students unusual development" idea that serves as the value foundation for school brand creation. In contrast, many schools have no branding consciousness, being lack of unique and clear market targets.

(2) Strategic stresses -- the position of school brand

In order to perform effective branding management, a school must have clear educational objectives and branding position, what are chiefly based on school's core management idea and certain unique competencies or advantages.

(3) Organizational relationships -- the education consumers (chiefly students and their parents)

The school brand competency is from students and their parents' support, confirm, and appreciation. Only by constructing a stable relationship with students and their parents and gaining their loyalty, can a school obtain sustainable competitive advantages. In every recruiting season, a warm service can help school gain the trust and support of society, moving students and their parents, stabilizing source market, constructing favorable social image. Therefore, creating school brand should, under the direction of national education objectives and the laws of education, focus on education consumers, listening to their voices, identifying their demand, targeting changes of market, establishing and satisfying the needs of different objects.

(4) Management tactics -- design a branding identification system (BIS) for school idea and school brand

An essential task for school branding creation is to create the chief values of school brand, constructing a set of unique value system for identification that worthy of possession. This value system is represented by an identification system for school idea and school brand. Therefore, to create a brand should design the school idea first, and then program the brand identification system (BIS), including mission identification (MI), visual identification (VI), behavioral identification (BI), and audio identification (AI). Besides, it should integrate the core value and idea of school brand into school branding sign. From the long-term strategy of school branding, its spiritual connotation is more durable and adorable than visual design. BIS help to establish the future development of school brand, guaranteeing the brand long-term advantages, giving all employees a common recognition toward school brand, sustaining the core values of brand. For example, an excellent school name help to popularize its brand and transmit school's cultural idea or value to students and teachers. As a result, all members, including students and teachers, can recognize the school's position, culture, and education idea, which will drive their pursuit toward social values and self-improvement.

The mature phase of school branding development

The creation of school brand is just a basic frame. Only when form competitive advantages of education service, can consumers possess an integrated image of school. By this way, the school brand is formed.

(1) Value ideas -- persistent and consistent value promise and enhancement of brand's competitive advantages

The school brand is a promise and guarantee for students and their parents. The school brand promise constructs a contractual relationship between brand and consumers. Promise helps brand come into consumers' heart, being accepted and cherished by them. The stability and development of school promise is the key to build school brand relationships and sustain a brand loyalty. Giving consumers a persistent and consistent promise toward values is the core to popularize the school brand. Surely, school promise is not just a slogan but a complete value system, such as more beautiful school environment, more excellent education conditions, and more superior education services. The school should be careful as give its promise. Once there is a promise, it must be achieved. If not, do not make promise.

The brand is a tool in competition. The school branding management should follow the competition. Only when school sustains its comparative advantages and transforms them into competitive advantages, can they create more values for school. Besides constant investment and upgrade to school, the more important is to guarantee school brand's uniqueness and superiority. They are the roots of enhancing competitive advantages and competitors can not imitate them. Losing these sources, the school can not achieve sustainable development.

(2) Strategic stresses -- shape brand image and accumulate brand capital

The school brand concerns consumers' overall expression toward the school. The value of school brand capital is stored in consumers' hearts. Therefore, after establishing the objectives of school brand, its further development should focus on shaping school image and accumulating brand capital. An important method is to popularize the school brand, including communication between teachers and students, public advertising, media and network communication. The popularization is not only information communication, but also value transmission, which can help consumers feel the values of brand. Communication can give consumers a positive sense of school brand. The popularization of school brand has two core tasks, transmitting school branding position and constructing school branding personality. The former determines the school brand's market position by executing school branding identification and positively spreading school branding image. The later can affect the mutual active relationships between brand and consumers by making consumers accept and adore the brand. The school branding personality is keeping on development gradually.

The school branding capital includes its fame, honor, loyalty, and association. The fame can be improved by advertising and popularizing, the association by the design of school branding idea and communication of school image, the honor by improving school service level. But the loyalty, as a chief index to sustain the brand capital, can not be improved merely by advertising in a short term. Besides ensuring consumers' satisfaction by perfect brand programming and high-quality products, the school demands for persistent and consistent popularization among consumers to construct superior effects.

(3) Organizational relationships -- relationships in school

School is the subject in branding management. Branding management should be guaranteed by school in organization by means of setting up school branding management system, equipping with a branding work team that is in charge of branding management completely, including constituting sorts of plans for school branding, organizing courses and teaching products' design, development, and market research, coordinating teaching activities and management. Besides the organizational guarantee, the more important is to build up an "overall branding management" idea, connecting the branding strategy with teaching processes and management. School's advertising, marketing, meeting, finance and human resources, even logistics can form a net organization focused on branding strategy. This organization accepts the branding management information and executes the branding objectives thoroughly.

(4) Management tactics -- school brand's inner marketing, popularizing and disseminating

In the process of forming school brand, to constantly improve the fame and honor of school demands for an overall popularization of school brand. The main tactic is inner marketing and outer disseminating. The popularization of school brand begins with inner market. The inner marketing of school brand is to enhance members' responsibilities by sorts of communication activities. The basic objective is to construct an acceptance among school's inner and outer consumers. All members can understand the school branding idea and prefer to protect the school image, disseminate school's excellent ideas, talents, and affairs. The school inner marketing is very important in the aspect of developing the school into a customer-oriented organization. It serves as not only a chief channel to popularize school brand, but also exclude the functional barriers in school branding management. The school brand has an outer market where the school branding popularization can be achieved by disseminating. The outer popularization of school brand is to introduce the school's development and objectives to media, source schools, and graduate schools by means of providing certain branding information.

The mature phase of school branding development

In order to achieve more powerful branding competitive advantages, the brand must step out of the school and enter the wider market. Therefore, the expansion and extension of school market is an urge for the school.

(1) Value ideas -- innovation

A brand has certain life cycle. It needs period maintenance. To maintain and develop school brand is to input innovation wisdom into branding construction. The innovation wisdom exists in specific executions, including education services, teaching technologies, branding popularization, organization and management.

(2) Strategic stresses -- keep brand novel and upgrade

For the sake of school brand's sustainable development, it needs to be improved continuously, ensuring the brand novel and upgrade. Therefore, based on researching and developing education services, the school should keep on finding new interest points by means of improving marketing units, expanding and extending the brand, and exploring new market, such as the course reform and management innovation. However, the improvement of school brand has to protect the core value of the brand -- guaranteeing the students with active, initiative, overall, and innovative development.

(3) Organizational relationships -- interest-related subjects

The branding management is not only a mutual process between the school and consumers, but also a cooperative and coordinated process of constructing a brand between the school and its interest-related subjects, such as employees, students' parents, media, communities, higher schools, firms, society, and government, and even competitors. At the mature phase of school branding development, the relationships between the school and theses interest-related subjects will directly affect the power of branding strategy. An effective branding management is to construct an interest community, taking the brand as a carrier, and the interests as the link. By this way, the school, consumers, and interest-related subjects can benefit from the brand. This is the sole way to construct a long-term and effective organizational relationship.

(4) Management tactics -- brand protection, brand expansion, and brand extension

Any school may confront unpredictable affairs during its market management. Some of them are so severe that they threat the existence of school. A proper attitude of school is to treat all affairs, no matter what it is huge or small, equally, giving them enough attentions. The school has to prepare for danger in times of safety by establishing relevant regulations and plans in case of unpredictable dangers. As there is a crisis, the school should deal with it properly and quickly by public relationships. Therefore, for the school, at the mature phase of school branding development, the brand protection can help to fight against its decline, the brand expansion increase school's capital value, the brand extension achieve innovation and gain larger market. To purchase and merge other brand with capital or sell its own brand, it depends. As far as the government is concerned, it should create relevant conditions for developing different types of school brands, forming a school branding ecology, and driving an equilibrium development of high-quality education.

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Comparing Deep Structures of Sino-American Culture underlying Nonverbal Language

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Abstract

Those categories, especially, some special categories of nonverbal language, such as sports, music, dance, painting, architecture, food and drink, as well as those general forms, like body language, space, time and silence, could be combed and listed; and more importantly, underlying in each of them, the comparable differences of orientations within Chinese and American mainstream cultures will be decoded and briefly analyzed one by one. Chinese history, society and dominant religion--Confucianism, commonly emphasize these orientations: Formality of Collection; Fatalism &. Extremism; Hierarchy &. Authoritarianism; Materialism &. Formalism; Interpersonal Relationship. By contrast, American mythology, history and dreams are based on: Individualism &. Collectivism; Aggressiveness &. Expansionism; Equilibrium &. Opportunism; Pragmatism &. Idealism; Humanism &. Scientism. Both of the deep structures are also reflected on nonverbal language.

Key words: non-verbal language, Sino-American culture, distinctive value orientations

Introduction

Briefly, language system can be divided two subsystems: the verbal and the nonverbal; and the nonverbal categories should cover those special fields: music, dance, drink and food, architecture and decoration, even drama, film, etc.

Chinese history, society and dominant religion--Confucianism, commonly emphasize hierarchy so much so that each Chinese is merely a symbolic status. This cultural orientation and others are thoroughly demonstrated among all aspects of nonverbal language. By contrast, American mythology, history and dreams are based on aggressiveness, or expansionism (Brodhead, 1977, pp13-15, which, with other features, is also reflected on nonverbal language.

As stated by Zhengxiang Tang, the following five comparable patterns within Sino-American cultures (Zhengxiang Tang, 2007, pp34-37) can be seen everywhere.

Table 1. Chinese vs. American cultural patterns

Chinese	American
Formality of Collection	Individualism &. Collectivism
Fatalism &. Extremism	Aggressiveness &. Expansionism
Hierarchy &. Authoritarianism	Equilibrium &. Opportunism
Materialism &. Formalism	Pragmatism &. Idealism
Interpersonal Relationship	Humanism &. Scientism

1. Body behavior

1.1. General appearance

In the Chinese collective consciousness and unconsciousness, reflecting the hierarchical pyramid of social structures, submissiveness is merged in the blood of the spirit. What and how a person carries with, decorates, make-up never violate two principles: adapting to or raising one's identity, and following the current dominant general appearance. We may say that the dominance rules the fashion and further determines the mainstream general appearance. In this case, any outer or creative fashion, if not accepted by the dominance, would never divert into mainstream. Apparently, Chinese general appearance intend to be formal, in which, higher the status is, more informal the general appearance. When people in peers gather, they would appear informal. While people with different ranks mixing up, the atmosphere would be formal and serious, or determined by the people with higher identity. The values of inequality and power distance are focused on Chinese general appearance and tie up tightly the air of freedom.

American earlier settlers, both those religious, wealthy, political seekers and those thieves, robbers, were of the assertive and aggressive and risky value orientations, who had the great encouragement to obtain anything they wanted, so they dared to perform their feelings, desires, thoughts and aesthetic tendency. As such, American general appearance seems to be natural, vivid, flexible and personal, containing the seeking for freedom, ideal, self-consciousness and self-performance, even show-making.

Table 2. Contrasting Difference of Chinese and American mainstream Cultures on Body Behavior

Types of Body Behavior	in Chinese	in American
General Appearance	less free	more free
Dress	less personal	more personal
Movement	less relax	more relax
Posture and Gesture	less expressive	more expressive
Facial Expressions	less flexible	more flexible
Eye Contact	less exchangeable	more exchangeable
Touch	less tangible	more tangible
Paralanguage	depending on the status	depending on the need of communication

1.2. Dress

In a sense, Chinese and American commonly admire convenience in dressing, especially in private occasions. This feature of Chinese originates from the values of Taoism and Buddhism, both of which either admire nature or cancel any form of expressing one's personality; therefore, Chinese people cherish simplification and convenience. In America, simplification and convenience in dressing may implicate pragmatic attitude to life, and pay more attention to physical health and mental freedom. Even, this tendency exists in their public occasions.

However, another Chinese trend in dressing, especially in public gatherings, is to over-underline formal, regular, noble wearing in order to save their faces (dignity) and exaggerate their wealth and identity. Differently, Americans concentrate on the fitness to their physical shape and energy, and through diverse colors and types to manifest their diverse personalities. Beauty and uniqueness are their main goals. This is the differentiation between Confucians and the Pilgrim Fathers.

1. 3. Movement

Roughly, Eastern culture values calmness, stability and meditation, which deeply influences people's body movements. Perhaps, it stems from Taoism, which intends to do nothing, and from Buddhism, which maintains enhancing personal internal qualities, and from Confucianism, which also emphasizes one's insights and internal activities and despises manual work and physical behaviors. In the process of communication, people always reduce the amount and range of movements to save face or implicate submissiveness; otherwise, any extensive and frequent movements would be perceived as offending others. In fact, those classical Confucian writers dictated a long list of norms to limit people's physical and spiritual activities, of course, including body movements.

Nevertheless, activity is one of important values of American culture, which apparently self-central aggressiveness, containing the concept of equality, the value of human, the power of appealing, the convenience of communication. American body movements are so quick, flashy and abundant that they seem to be energetic, vivid, enthusiastic, exciting, and even violent. From the aspect of body movements, we can also judge that America is a nation of movement, a people of dream-seeker with the essence of a real idealist and a real pragmatist.

1. 4. Posture and Gesture

Historically, Chinese male occupied the dominant position in family and society, thus, male posture always appears static and leading role, and gesture usually delivers the messages of confidence, tyranny. Meanwhile, female posture often acts as a waitress, the gesture, by large, looks like submissive, harmonious and tolerant accordingly.

Similarly, American gender's posture and gesture have the same features of Chinese, in addition, they go to the extreme: male is of the tendency to offensive, and female seems to be assertive.

Interestingly, Chinese society is a strictly hierarchical one; people's posture and gesture are constantly changing following the change of the role they act as. For example, a man is tyrannical when facing lower status, and then he may become tame when meeting higher status, just like a two-faced person, which adheres to the demand of Confucian. Differently, American early settlers mainly came from middle-class and firmly believed that they are born to be equal in God's eyes, which have modeled modern American behaviors and manners.

A change in China needs to be mentioned that, due to material and institutional change, the concept of equality on gender has increasingly rooted in modern Chinese culture. Thus, to some degrees, female appears determined and relaxed, while male poses hesitated and uncertain.

1. 5. Facial expression

Although facial expressions are so subtle and abundant and flexible, yet it is very hard to denote the meanings of Chinese facial expressions, even in Beijing Opera, performers have to be labeled on their faces (face painting) to express the good or bad quality of the characters. The reason lies in that, Chinese religions, by means of political powers, restrict people's desires and feelings. As a result, Chinese are accustomed to cover their internal activities, not flowing out any messages out through facial appearance. When contact happens, whether, when and how to show facial expressions is determined by the leading role, who firmly takes a control the atmosphere and the people's moods. If ordinary partners can not catch the mood of the main participant, they generally manifest serious or neutral face appearance, thus who would be regarded as owning honest, loyal, thoughtful, sophisticated, respectable and decent virtues, and vice versa.

Descendents of Pilgrims, white Christians believe they have many rights, including the right of demonstrating themselves by facial expressions. Consequently, their facial appearance, comparing with Chinese, is apt to be more flexible, natural and expressive. On the other hand, white male usually intends to control facial expressions because of heavy duty and responsibility.

1. 6. Eye contact

An evident feature of Chinese eye contact is that Chinese tend to hide eyesight when communicating with others, though our experience proves that eyes can convey more psychological information than other body behaviors can. The fundamental origin lies in that Chinese have been carried heavier psychological burden for, at least, thousands of years. In other words, Chinese virtually do not have full rights to utter ideas, moods at will; they avoid eye contact, especially straight contact as possible as they can, in order not to uncover their inner activities which easily lead to troublesome, conflict, even danger. However, it is a kind of obstacle when communicating with both intracultural and intercultural people.

As for Americans, when communicating, due to needing information as much as possible, they always send and receive vast and precise messages including through eye channel, so the frequency and length of their eye contact are much more than Chinese. Firstly, they think they are equal and have the right. Second, the characteristics of migration country need more background knowledge of different culture though eyes. Third, scientism and humanism demand collecting information and respecting others by eye contact.

Investigation reveals that, evil eyes exist in many cultures. Comparing the two cultures, Chinese evil eyes are more universal, for power distance, high-background and spiritual limitation easily exert misunderstanding, skeptic and hatred, which are conveyed by evil eyes.

1. 7. Touch

Power distance, the value orientation decides Chinese tactile communication. When, how, to whom, which parts to touch is mainly determined by status. The active rights are held by people with higher identities. In family and in society, people touch each other in peers more often than those with different status. Opposite sex touch each other much less than the same sex. These regulations are rooted in the influence of Confucianism.

The times, duration and stability of touch in China are relatively less, short and weak, compared to in America. Because Confucians emphasize on controlling desires, feelings and emotions, Taoists repel them and Buddhists cancel them thoroughly. On contrary, American concept of equality demands them to touch frequently, and the right of seeking happiness urges, even drive them to display desires, feelings and emotions through diverse touch ways.

1. 8. Paralanguage

Paralanguage is so subtle linguistic system of speech that it can reflect very abundant messages on every level of every culture. Nevertheless, the main differences among Chinese and American cultures involve the following: a), American culture intends to express feelings and emotions by means of extensive and strong vocal characterizers (crying, laughing, yelling and moaning); b), urgent vocal qualifiers (large volume, fast rhythm and tempo);c), more and frequent vocal segregates. On the other hand, Chinese dominant culture maintains the politeness and gentleness of paralanguage. Any personal ways of paralanguage ought to be consistent with personal identity and to keep fairly respecting to higher status; otherwise, it would be regarded as rudeness. And a certain stereotyping regulations adapt to a certain status. Summarizing up, a given American could own a series of paralanguage, and a given Chinese would have to prepare for several types to adapt to the diverse settings.

2. Proxemics

Table 3. Contrasting Proxemics among Chinese and American Cultures

	Chinese	American
Personal Space	certain distance	uncertain distance
	being material and hierarchical	being individual and equal
	less private space	more private space
Seating	order and authority	convenience
Furniture Arrangement	demonstrating on wealth, power, status and value orientation	for practical and comfortable purpose

Statement and Analysis

Fundamentally, the terminal aim of Confucian Creator is merely to maintain a static, hierarchical society by building a set of complex systems, which dictate the direction and deeply influence every details of Chinese culture.

Restrictedly by the atmosphere, Chinese personal space roughly keeps a certain distance, neither far away nor close. Closeness usually means something affective and is regarded as offending others' dignity in terms of Confucian norms. Meanwhile distance was perceived as neglecting, even ignoring the existence of others, especially of high rankings.

Chinese seating models are ruled by strict norms, the basic principle is authoritarian centralism, stressing on status in family, gathering and social occasions, from seating order, distance, position, and the like. Each detail is evolved in Chinese face.

To great degrees, Chinese authoritarianism, idealism and other value orientations are all focused on furniture arrangement. Through furniture arrangement, people consciously or unconsciously express and exaggerate their wealth, power, identity and spiritual attitude. It seems that all of Chinese social values can be implied by the quantity and quality and arrangement of their furniture in family, group and society. Three images may typically reflect on the Chinese collective unconsciousness: a master of the family sitting straight at the right middle of a table, facing the door; a head of a unit surrounded by a group of followers; and a leader occupied the central position of a chairperson desk in a meeting hall. In a word, Chinese pattern of space manifests the tendency of ritualism, reinforcing the power of dominance.

Virtually, Pilgrims were all anti-power-distance, which is reflected on American mainstream culture. They cherish the values of humanism and individualism; thus, their personal space is determined by practical purpose and relationship. Edward T. Hall designed a model of personal space and distance, from Very Close (3 inches) to Far Distance (20 feet and more)(Hall, 1977, p149). We may decode his findings that Americans emphasize on private space, convenience of communication, respecting each other.

Dislike Chinese idol for leader, American chair arrangement for leaders in office and in meeting hall and even in law court, are often placed at the end of a table to make them convenient for activity. In family, seating is also considered for the need of every member. All in all, equality and pragmatism lie in the core of seating arrangement.

Concerning furniture arrangement, Americans also seek large house, luxurious car and other highly quality furniture, not for expressing their status but for the comfort of life and the sense of accomplishment.

Now, we could make a short conclusion that, Chinese space is the space for authority, and American for human.

3. Time

The fundamental difference on the concept of time between Chinese and American exits in that, Chinese culture restraints Chinese material, spiritual and institutional world. Taoism and Buddhism regard time as a natural course and deny the value and significance of life (a limited course of time), meanwhile Confucian, by means of the power of regimes, defends the current social stability avoiding any changes at present and in the future. Any innovation and creation could not be praised or tolerated. As such, the whole society offers few opportunities to mass to develop and facilitate them. The result is evident that, the ordinary people have no possibility to seek for a bright future, only can the few privileged obtain what they want. This is why fatalism is so prevalent in Chinese history . Virtually, past is a rope tied up Chinese thoughts, it is impossible for Chinese to create future and what can be grasped in Chinese hands is only present, which is tangible.

Table 4. Contrasting the Concept of Time among Chinese and American Cultures

	Chinese	American
Past, Present and Future	admire past as authority, which is ruling present and will control future	emphasize present in order to construct and create future, perceiving past as background
Informal Time	informal time is natural time, like cloud in the sky, flowing freely	informal time belongs to private time, like the other private treasures cherished

Statement and analysis on the above table

Just because Pilgrim Fathers unsatisfied their previous religious, political and social system in Europe, they take great risks to seek and to create their new life in New World. All of what they anticipate, dream and desire for, only lies in their future. So, future is always bright, beautiful and most important, they have to act nowadays and immediately so as to make their glorious dreams true in future. In the guidance of this concept of future, they compile a sensible and complex institutional system to offer as many opportunities as possible to encourage people to seek for their better future. This, in turn, deeply influences on their concepts of present and past. Past or experience would never become obstacle in their way to future, and present must be planned, managed and schemed to do something to welcome future.

In a sense, the above analysis also put light on the origin of both Chinese and American lifestyle, according to Hall's classification on M-time and P-time.

On Hall's Monochronic and Polychronic Time

The pertinent research on the connection of time and cultural lifestyle is the classification of time achieved by Edward T. Hall who divides cultural time into two systematic ways: monochromic (M) time and polychronic (P) time, and who further points out that, M-time lifestyle emphasizes schedules, while P- time maintains people's relationships(Hall,1983, pp42-51).

Hall's scientific findings, indeed, are insights on cultural differences of time conception. Yet, he cannot reveal the connection with the deep structures of cultures. Cultural deep structures are extremely hard to be changed. As the matter of fact, the lifestyles of M-time and P-time are somewhat easy to be changed. The reasons are concerned with the different morphologies of culture. We may explain it, only using one example. The cultural unit—the second cultural morphology, in terms of job standard, is so connected with Hall's time classification. Farmers clearly understand the importance of season, students have strong concepts of academic year and week, and chief executives and politicians have to concentrate on the planned hours and minutes. All of these time concepts strongly influence their lifestyle. In other words, even in a same culture or co-culture. P-time and M-time may exist together. To explain those complex cultural phenomena, it would be more reasonable in terms of the theory of cultural morphology. Here, the conclusion is that, people's job (occupation) or precisely cultural unit is the decisive factor to change the time conception, including M-time and P-time approaches.

4. Silence

Table 5. Comparing Silence within Chinese and American Cultures

Table 5-1. Attitudes to Silence

Chinese	value silence and regard it as a significant virtue
American	value speaking and regard silence as lack of self-confidence

Table 5-2. Functions of Silence\Speaking in Chinese\American Culture

Functions of Silence in Chinese Culture	Functions of Speaking in American Culture
a), keep dignity and authority	a), show the values of human existence
b), respect others	b), demonstrate interest to the topic when communicating
c), keep harmonious atmosphere when communicating	c), respect others
d), reserve many personal ideas and thoughts	d), maintain the process of communication and encourage the speaker
e), maintain social order and avoid troublesome and danger	e), perceive it as an important right and approach to protect and obtain right and advantage
f), preserve relationships of social hierarchy	f), motivate the atmosphere and reveal enthusiasm

Table 5-3. the Roots of the above Differences

	Chinese	American
the Roots	a), Taoism b), Buddhism c), Confucianism d), lack of relevant rights	a), Pilgrim Fathers b), Christianity c), Aristotle, Plato and Socrates d), immigrations

5. Special forms of nonverbal language

Table 6. Contrasting Special Forms among Chinese and American Cultures

	Chinese	American
Sports	a), popular sports: make body stronger and live longer b), competitive sports: seek for the fame	make body stronger and more beautiful and energetic, moreover, satisfy the desire of seeking for newness, novel and risk, and challenge the physical extreme to obtain the excitement
Painting	be restricted in certain forms, probe certain deep significance of culture by creating certain atmosphere	breakthrough any certain norms, seek for any individual significance
Music	be limited in demonstrating positive feelings and hopes with calm and harmonious contents, and with formalism; regard music as a supplement of political, educational function	show any individual feelings and desires; diverse forms; entertainment function
Dance	form—simple, restriction and formula; content: serving for drama*	borrow, develop and create any forms to express and exaggerate anything in the inner world
Drink and Food	the complex, elaborated contents and forms reflect the complex and elaborate personal relationships; typical materialism and formalism	simple, single and practical forms and contents; typical pragmatism
Architecture and Decoration	following dominant form and expressing wealth and higher status	characterization and seeking for personality

*note: Chinese acrobatics may be an independent dance that has abundant patterns, demonstrating highly techniques of body, catering for popular entertainment, though despised by dominant culture.

Brief statement and analysis

5. 1. Sports

Chinese: a), Popular sports can make body stronger and life longer, and enhance spiritual levels. The typical sports are martial arts and Taiji, in which contain diverse value orientations of Taoism, Buddhism and Confucianism, such as admiring nature, self-control, eclecticism. b), Competitive sports may display power, bodily control and tactics through which participants can obtain social values.

American: Sports are regarded as inevitable parts of life, which may display their cultural values, such as activity, enthusiasm, competition, expansionism and going extremes, taking risks, hunting newness and novel and excitement, which are focused on basketball, rugby and boxing. The genes, of course, are inherited from their Pilgrims.

5. 2. Painting

Chinese painting, as a form of reflecting ideal and value orientation, aims at conveying people's remote, calm, implicit and deep creative concept which could cultivate people's quality, placed on those mountains and streams, flowers, grass and trees and several aesthetic animals, in terms of political and religious values.

American: borrow and then break any outer painting types, adopt and create any possible ways to express all of what they want to express, especially those constant senses of unconsciousness. No form is their form; no norm is their norm. Painting is their inner world, full of chaos, desires and ambiguity.

5. 3. Music

Chinese: music has to serve as a tool to praise dominant class, to extol and glory their virtues and feasts. So, music is monotonous and stereotyped.

American: music is feeling. And feelings are diverse and easily changeable, thus, music is flexible and unlimited.

5. 4. Dance

Chinese: in the real sense, dance does not exist in China. As an assistant form, dance with music helps different local dramas to motivate the feelings of respecters. Perhaps, acrobatics can be perceived as Chinese dance, which shows highly bodily skills and tactics.

American: as an actively and emotionally artistic type, dance highlights American energetic, optimistic, creative and aggressive characteristics.

5. 5. Drink and food

Chinese: to some degrees, drink and food, as an expressive form of nonverbal language, are less limited by dominant by culture. It is melted Chinese dominant and mainstream cultures, though Chinese dominant culture and the mainstream, in most cases, are segregated. The complexity of food and drink stands for interrelationships among person, group and society. Chinese dignity, identity, face and materialism are all mixed into food and drink. As the matter of fact, drink and food become an important ritual procedure in religious collective sense and consciousness, which may be seen in the ceremonies, customs and everyday life. Nevertheless, two types of drink can represent Chinese two basic philosophical values, tea and spirit. Tea, connecting with Taoist's and Buddhist's attitude, means peace, calmness, thoughts and intelligence; and spirits (alcohol), collecting with Confucian positive values, implicates activeness, enthusiasm, ambitiousness, passion, encouragement and duty.

American: drink and food are both simple and practical, containing pragmatism. Fast-food includes the attitude toward job, life, and whisky means attack, personality and quality of life.

5. 6. Architecture and decoration

Chinese: reveal the values of life, status and prestige.

American: implicate pragmatism, scientism and humanism.

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An Analysis of the Structure of Tourism Planning Theories

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Abstract

This paper reviews the theoretical researches on domestic tourism planning, summarizes the existing problems, analyzes the structure of tourism planning theories, and concludes that the whole tourism planning theories system can be divided into three layers, namely theoretical foundations, fundamental theories, and application theories, and correspondingly three theoretical sub-systems, namely theories of tourism planning-related subjects, the fundamental theories of tourism planning, and practical theories. Besides, the paper classifies the structure of tourism planning theories into free layers, three theories, five parts, and seven aspects, namely the "three-three-five-seven" structure. An understanding of tourism planning theories structure will benefit the construction and perfection of tourism planning theories system.

Keywords: Tourism planning, Foundation theory, Structure of theories

Tourism planning is to predictably arrange and deploy the tourism sources, labors, capital, technologies, products, environment, culture, and economy and their sustainable and coordinated development in certain time period and special range by applying certain theories and methods. It can exert important effects on government's macro adjustment and control, regional coordinative development, and enterprise resources' optimal allocation. However, without the guidance of scientific theories and reasonable planning scheme, the tourism planning can not exert its potential effects and might lead to harmful results. At the same time, the tourism planning concerns a ternary structure of theories, not only theories of related subjects, but also its own fundamental theories and practical theories. Related subjects' theories are merely the foundation of tourism planning theories. At present, a lot of researches focus on tourism planning's related theories, but less on its fundamental theories and practical theories. Therefore, the tourism planning theories are worth of our further researches.

1. An overview of domestic researches on the foundation theories of tourism planning

A retrieve result (retrieve time: 15:12-15:53, Feb. 12, 2006) based on Chinese Journal Full-text Database, Chinese Science & Technology Periodicals Full-text Database (VIP), and Chinese Selected Doctoral Dissertation and Masters's Theses Full-text Database shows that although lots of researches concern tourism planning, less concern the theories (fundamental theories). 29 theses are about the fundamental theories of tourism planning and 19 special discussions. Deqian Liu [1] (1993) has researched tourism planning's nature, layers, connotations, and contents. Chengzhao Wu [2] (1994) has also researched the nature and methods. Jiaju Fan and Daming Sun [3] (1995) have advanced some theories of optimizing tourism planning in aspects, including the general idea, the tourism market demand, the tourism products, and the tourism planning procedure. Yueying Lin [4] (1999) has analyzed the definition, aims, classification, and features of tourism planning. In the foundation theories aspect, Renwei Wu has made systematic researches on tourism planning's tasks [5], effects [6], nature [7], fundamental functions [8], objectives and indexes, orientation and position [9], structure of theories [10], and set of index [11], as well tourism planning's origin, history, present situation, and development direction. Weibo Feng [12] (2000) has discussed the fundamental theories applied to tourism planning design systematically and has made a conclusion on its guidance meanings. Deqian Liu [13] (2001) and Jianjun Wang [14] (2001) have discussed the conceptual planning's nature, features, and its application. Binyi Liu [15] (2001) has put forward the ternary elements in tourism planning. In other words, researches on tourism planning theories should extend from one element, the economy of industry, to three elements, namely the economy of industry, the psychology of tourists, and the pattern of time and space.

Qiang Li [16] (2001) has analyzed further the tourism planning's structural theories from macro, middle, and micro aspects in his master thesis. Zhiqiang Hou [17] has analyzed the foundation theories of tourism development planning concerning the origin, basic recognition, rules, and technological methods. Zhaolin Gu [18] (2003) has discussed the tourism planning's aims, theoretical evolvement, planning layers, and technological methods. Wen Ye (2003) has researched the value orientation of tourism planning from the ethical aspect. Shuying Sun [19] (2004) has performed comparative systematic researches on the theories of tourism planning in her master thesis. Wen Luo [20] (2005) has discussed some fundamental issues concerning the tourism planning from the physiological angle, such as the nature, aims, objects, causes, contents, methods, and evaluation standards. As far as monographs are concerned, most concern theories of related subjects and experimental conclusions, less fundamental theories of tourism planning.

To summarize, from an academic angle, although people realize the importance of tourism planning, a systematic operational system is still absent. Two issues illustrate this point. One is that people usually use theories of garden planning or city planning to plan tourism. The other is that the tourism researchers are limited to present understanding and fail to develop systematic researches and thoughts. The tourism planning theories are far from perfect to direct practice due to the shortage of systematic researches in the fields of the structure of tourism planning theories, position, layers division, contents of each layer, technological methods, compiling ways, file forms, set and quantitative evaluation of technological economic index.

The rapid development of tourism forces relevant theoretical development. But reviewing related theses and books, we are lack of researches on fundamental theories of tourism planning. Therefore, the researches on fundamental theories wait for further investigations.

2. The structural frame of tourism planning theories

The tourism planning is a cross-subject science. It is a systematic rational recognition to tourism system in the scope of planning. The combination of "tourism" and "planning" is not a simple plus. It concerns at least three subjects, including tourism, planning, and systematic science. All these subjects have to be studied and developed into new theoretical contents and forms. The tourism planning theories come from many scientific theories, what causes a severe knot issue between different theoretical layers, parts, and aspects. In a sense, researches on the structure of tourism planning theories serve as a necessity for systematically understanding and scientifically directing tourism planning practice. At the same time, these researches are weak in tourism planning field. To construct a scientific system for tourism planning theories, we have to break up the barriers between traditional subjects, construct a structure for tourism planning theories, and improve the layout of theoretical researches.

The contents that the system of tourism planning theories should include are not determined at present. Considering that theories come from practice and direct practice inversely, this paper divides the structure of tourism planning theories into three layers, three theories, five parts and seven aspects, namely the "three-three-five-seven" structure. In other words, the three layers are theoretical foundations, fundamental theories, and application theories, and correspondingly three theoretical sub-systems, namely theories of tourism planning-related subjects, the fundamental theories of tourism planning, and practical theories. Because the tourism planning's theoretical foundation concerns many fields and connects with many subjects closely, theories in this layer can be divided into five theoretical parts, including economy, environment, humanism, planning, and technology. The humanism part belongs to cognitive theories, economy, and environment parts foundation theories, planning, and technology part application theories. The foundation theories of tourism planning can be divided into five aspects, including strategic theories, tactic theories, dynamic theories, content theories, and technological theories, according to the aspects in which they exert their effects. The strategic and tactic theories belong to cognitive aspect, dynamic theories systematic aspect, contents and technological theories application aspect. The application theories can be divided into supervision aspect and operation aspect according to their practical effects on tourism planning.

The structure of tourism planning theories is dialectical unification. In the structural layer aspect, theories of related subjects are the base of tourism planning's fundamental and practical theories, which serve as the foundation of forming tourism planning theories and the origins of the tourism planning theories, as well provide theoretical direction for practical theories. Meanwhile, the ultimate aim of fundamental tourism planning theories is to instruct the practical theories, which is a sole standard to verify whether the subject-related theories and tourism planning theories are correct or not in practice. The feedback is valuable material for further modifying these theories. By this way, theories and practice can achieve mutual integration. Please see Figure 1.

3. The connotation of the structure of tourism planning theories

3.1 The theoretical basis of tourism planning

The theoretical basis of tourism planning refers to theories that direct the tourism planning. The tourism planning concerns many fields of politics, economy, culture, environment, etc., including comprehensive and integrated contents. In the tourism planning process, it is necessary to perform comprehensive analysis and demonstration and to coordinate different factors. All these features help to define an open field for tourism planning's theories and research methods. The theories and technologies of other subjects can be applied to tourism planning. According to the scope of theories applied to tourism planning, these theories can be classified into five parts, namely economy part, environment part, humanism part, planning part, and technology part, what serve as the base of tourism planning theories.

3.1.1. The theories of economy part

These theories focus on the relationships of people in the allocation of tourism resources, the tourism production, the tourism process, the tourism service, and tourism economic phenomenon, such as economics of tourism, market of tourism, tourism statistics, finance, enterprise management, tourism marketing, tourism commodity, asset of tourism scene, tourism accounting. By adopting relevant theories of economics, tourism planning theories can help to grasp the relationship between tourists and tourism firms, and to improve the development and exploration of tourism resources, the optimization of the structure of tourism industry, the partition of tourism market, the position of tourism products, and marketing.

3.1.2 The theories of environment part

These theories focus on the evolvement of natural ecological resources and the relationships between tourists and ecological environment, the laws of tourists' special behaviors and tourism space, such as tourism geography, ecological environment of tourism, tourism sight, forest tourism, gardening, ecology of tourism, ecology of sight. Adopting these theories can help to research the relationships between tourists and atmosphere, biosphere, hydrosphere, geo-sphere, sign-sphere, the relationships between tourists and tourism resources, fundamental facilities, services, tourism items, providing references for tourism planning's resources investigation and evaluation, resources allocation, protection of ecological environment, utilization of resources, construction of tourism environment, layout of tourism site, engineering construction, projects exploration, arrangement of tourism lines.

3.1.3 The theories of humanism part

These theories focus on activities of tourists and the laws, care for tourism humanism, people-oriented tourism, and the relationships between tourists and non-tourists (including residents, managers of tourism business, tourism agents, and other tourist-related media). Theories of this part emphasize the shape of value inclination and attraction of tourism. By researching the system of values and meanings, these theories can help to set up a spiritual goal or model for human and their social cause, to shape a cultural connotation, to inspire tourists' wisdom, sincerity, and creativity from a cultural aspect, to guide tourists to pursue more gracious tours. Meanwhile, theories of humanism part, from a higher layer, help to adjust the scale, structure, and quality of tourism development, as well the behavior relationships between different tourists, different corporations, tourists and corporations to guarantee a harmony operation in tourism system, providing valuable thoughts, theories, and technologies for tourism planning's humanism resources evaluation, development prediction, optimization of tourism projects, choice of lines, optimization of tours, coordination of social relationships, cultivation of features and tastes. These theories include legalization of tourism policy, tourism sociology, tourism psychology, tourism culture, history, archaeology, culture, anthropology, leisure and entertainment, education, gymnastics, aesthetics of tourism.

3.1.4 The theories of planning part

By applying system theory and overall planning theory, these theories focus on laws of tourism development, operation of tourism planning, relationship coordination between men, men and nature, tourism industry and other industries. Related subjects include programming, planning, futurology, systematic engineering, architecture, transportation planning, land programming, garden planning. Adopting theories of planning part can provide references for overall direction ideas, procedures, methods, projects approvals, tourism architecture layout, land utilization arrangement, functional strategic layout, relationships coordination between tourism industry and other industries.

3.1.5 The theories of technology part

These theories focus on the technologies that support tourism planning. The related subjects include photography, computer science, remote sensing, perambulation, net engineering, and geographic information system. Theories of technology part exert important effects on investigation and analysis of tourism resources and tourists market, engineering planning, architecture and scene design, tourism projects' application and construction, production and design of text, being inevitable theoretical basis of applying and executing tourism planning.

3.2 The fundamental theories of tourism planning

The fundamental theories of tourism planning are general, systematic, and theoretical understanding toward tourism system and its planning scope by conceptions, principles, methods, and other abstract forms. These theories have following basic functions: Judge which branch is at lower phases and which enters higher phases by recognizing the effects and development influences between subject branches; Predict the possible changes of theoretical system, and master the grave problems and prominent issues at every development phase; Predict the meanings of researches to the branches development of tourism planning and the effects on tourism practice. The fundamental theories can help to grasp the general situation of tourism planning theories, perceive the development trend, predict the potential problems, tasks, and fruits, determine the standards for result measurement. By this way, it is easy for us to track the development of tourism planning theories. According to the connotation and function, the fundamental theories can be classified into four aspects, namely the strategic aspect, the tactic aspect, the dynamic aspect, and the content aspect.

3.2.1 The theories in strategic aspect

The tourism planning theories in strategic aspect deal with the issues that which kind of theories should be applied to tourism planning to provide references for tourism planning design and planning cognition. These theories discuss the potentials of tourism area and the development in future. They determine some important theoretical issues, such as whether tourism planning possesses competency, vitality, and development potential or not. In essence, the theories in strategic aspect exert vital effects on tourism long-term development, concerning its every phase, aspect, and part. In specific, these theories focus on tourism planning's nature, layers, tasks, guiding thoughts, position, principles, layout, targets, aims, theoretical evolvement, theoretical system, ideas, value inclination, technological path, and other macro fields. For example, what is the nature of tourism planning? Explain the types of tourism planning according to the layers. What theories can be applied to directing tourism development? Also, the tourism planning can take theories of scientific development, theories of five-planning-development, the ecological theories of nature-man-integration, and theories of sustainable development as the guiding thoughts.

3.2.2 The theories in tactic aspect

These theories include all theories that might be applied to each phase of tourism planning from middle- and micro-aspects. They discuss the theoretical issues that concern the contents of tourism planning and their arrangement. These theories deal with the fundamental principles and thoughts applied to certain specific problems at certain phase of tourism planning. They merely provide guidance for certain problems. In specific, the theories in tactic aspect deeply analyze the development environment, development courses, present explorations and constructions, and development restraints in the tour area, from multiple angles. Besides, these theories can evaluate the advantages of position and resources, and development potentials of tour area, under the new situation. For example, the development theories based on resources and guided by markets, the exploring theories focused on tourism duality, the theories of culture-oriented tourism development, the theories of optimizing tourism planning, the life cycle theories of tour area evolvement, the entrance theories of tourism resources allocation and facilities construction, the community theories of harmony development in tour area.

3.2.3. The theories in dynamic aspect

The theories in dynamic aspect adopt the dynamics principles to tourism planning. By giving up the "from resources to exploration, from tourism to development" stereotype, these theories research the dynamic principles that affect tourism planning, from the strategic aspect "viewing and developing tourism out of tourism", concerning system theory, holism, and structure theory. These theories focus on the tourism planning's scientific character, rationality, systematic character. The dynamics can be divided into internal and external types.

The external dynamics focus on the outer forces that affect the factors of tourism planning, including the driving force, the pulling force, and the attracting force. The driving force studies the supply and demand in tourism planning, and the pulling force the pulling factors, the attracting force the attracting factors. For example, a lot of elements can drive and attract the tourism planning. Some are people-driven and some demand-driven or combined-driven. Some are resource-attracted and some economy-attracted. Elements that determine whether the tourism planning successes or not include government, enterprises, experts, and citizen. In tourism planning, all these factors should be taken into consideration. And they deserve further researches in order to design a proper tourism planning.

The internal dynamics focus on the inner forces that affect the factors of tourism planning, including the vitality, competency, etc. The vitality stresses the uniqueness of certain planning, the sustainable development of economy, society, and environment in tour area. For example, whether the planning projects possess vitality or not and whether the planning services are special or not. The competency studies whether the tourism planning possesses competitive advantages or not, such as the competition-cooperation theories.

3.2.4 The theories in content aspect

Theories in content aspect research the phenomenon, relationships, activities, and laws in the tourism planning process, especially the mutual relationship between tourism planning subjects (the designers) and the objects (tourism development), focusing on systematic and operational tourism planning. These theories include the quality of tourism planning subjects, the expert knowledge structure, the team spirit, the text design of planning content, the methods and technologies of planning, the economic layers of tourism planning objects (prediction of tourists market, input and output, finance, marketing, tourism commodity, ……), the environment layer, (protection, gardening, scene, ……), the software layer (law and policy system, human resource, service facilities, information system, management system, ……), the planning layer (land utility planning, city planning, facilities and equipments, ……), the social cultural layer (interest-related subjects, employment, effects of tourism on society, ……).

3.2.5 The theories in technology aspect

Theories in technology aspect deal with some fundamental methods concerning the objects in tourism planning. They discuss the quantitative evaluation of tourism planning, and its standardization and concretion, focusing on the maneuverability and feasibility of tourism planning. These theories include the setting of tourism planning' indexes, the measurement of tourism capability, the standardized design of tourism planning, the product planning of tourism resources, the text design of tourism planning, the design of architecture, the design of engineering construction, the investigation and analysis of resources, the application of remote sensing in tourism planning, the net engineering. They can also guide certain specific issues in tourism planning.

3.3 The practical theories of tourism planning

The practical theories of tourism planning can direct the design of tourism planning and transform it into productivity. Modern tourism planning is a changing process. Because multiple factors affect the application and there are bugs in the tourism planning, the application usually lags behind the planning. Therefore, the whole process, from planning commission to planning design to application, demands for a set of mature operational theories. Meanwhile, the practical theories of tourism planning serve as tests and feedbacks for the fundamental theories. These tests and feedbacks need to be guided by perfect and mature theories. Presently, fewer domestic tourism planning researches concern the practical theories.

3.3.1 The theories in supervision aspect

These theories concern the supervising aspect, including supervision of tourism planning, early organization of tourism planning, program design, design process, evaluation and approval. They are vital for ensuring whether the tourism planning is legal or illegal, whether qualified or not, whether accord to relevant technological standard or not. These theories focus on how to supervise the early organization of tourism planning (the evaluation of tourism planning agents, the invitation of public bidding, the standards of choosing tourism planning agents, the procedure of organization, ……), the design process (the members of design team, the design procedure, the technological path, the choice of theories and index, the acquisition of suggestions, the modification, ……), the evaluation and approval (the procedure of evaluation and approval, the expert team, the fairness of evaluation and approval, the suggestion of evaluation and approval, the result of evaluation and approval, ……), and how to construct a theoretical system for tourism planning supervision.

3.3.2 The theories in operation aspect

Theories in operation aspect study the process in which the tourism planning is transformed into productivity, what is the ultimate goal of tourism planning. These theories include application and approval, execution of organizational system, application measures, operation mechanism and management mechanism, information feedback, planning effect, modification and redesign.

4. Conclusion

In the development of domestic tourism industry, the "planning leads development" idea penetrates into each aspect of tourism industry. As a result, all tour area agencies at different layers have made up relevant tourism planning to coordinate the tourism development. However, the heat of tourism planning can not make up the shortage of researches on tourism planning's fundamental theories and practical theories. In a sense, constructing and perfecting the structure of tourism planning theories will speed up the combination of tourism planning theories' application, science, and rationality, improving the feasibility of research subjects and grasping the opportunity of technology transformation. The multiple tourism planning theories can form a basic structure according the aspects, parts, and layers. Analyzing the structure of tourism planning theories will benefit the researches on tourism planning theory system.

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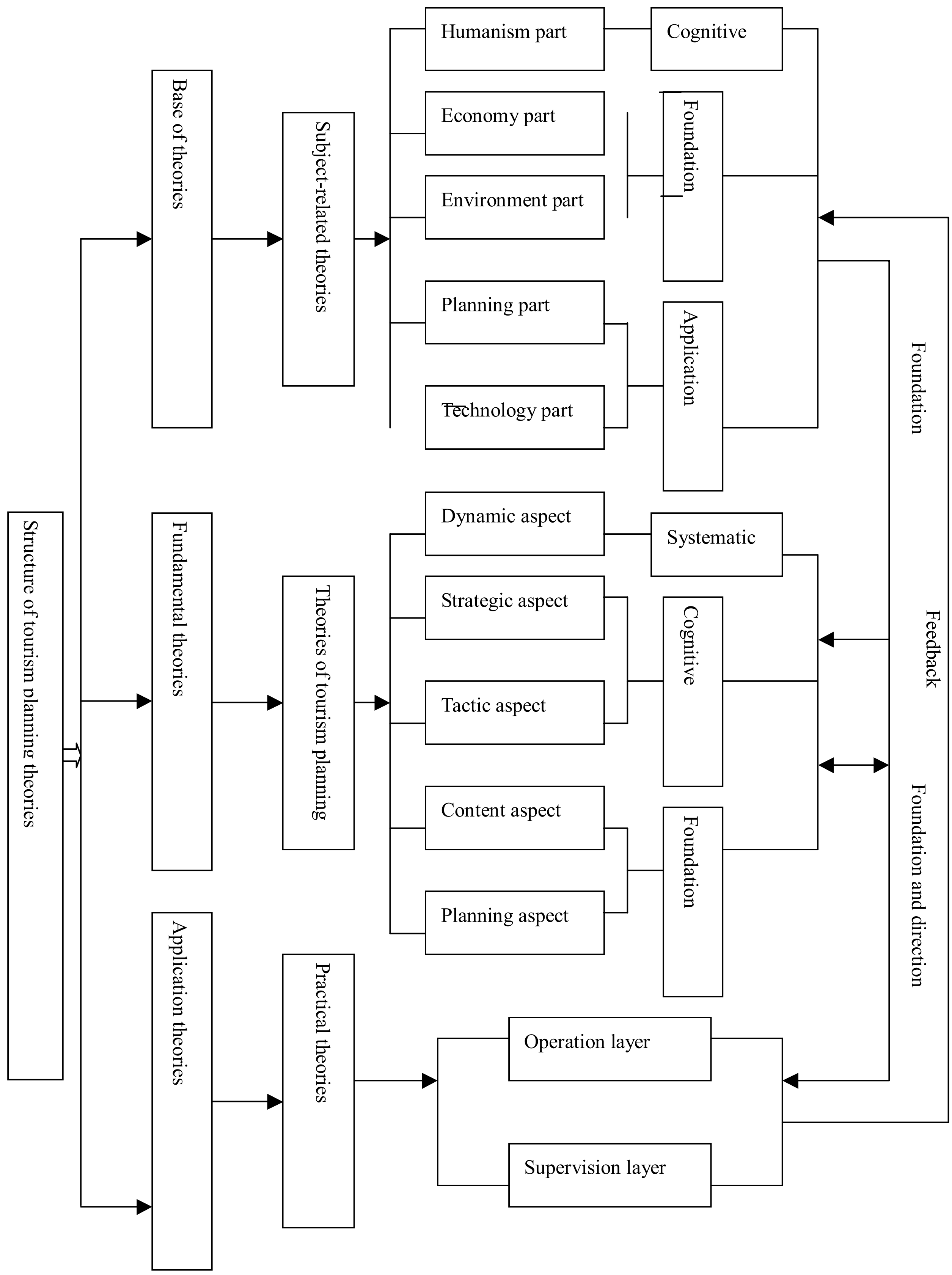

Figure 1. The Structure of Tourism Planning Theories

Problems and Countermeasures of Taxation Management in Developing Countries: Thinking from an Organizational Behavior Angle

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Abstract

Present researches on taxation management mostly focus on taxation policies, institutions, and management systems, neglecting the most fundamental, essential and active factor, the taxpayers. There is a lack of systematic researches on the laws of taxpayer behaviors. This paper has analyzed the existing problems in taxation management in developing countries from four layers, namely individuals, groups, organizations, and environment. In conclusion, the paper has put forward relevant countermeasures and suggestions that can help to take effective actions to enhance the taxation consciousness of taxpayers, promote the motivation of taxpayers legally and honestly paying tax, regulate the behaviors of taxpayers, ensuring the national interests in taxation.

Keywords: Organizational behavior, Taxation management, Behaviors of taxpayers

1. Introduction

1.1 The connotation of taxation management

Taxation management is an administration activity that taxation authorities levy taxes on taxpayers and turn them in treasury by means of certain procedure according to laws of taxation, administrative regulations, and uniform standard.

Taxation management consists of three tasks, namely management, taxation, and check. Management refers to daily management activities performed by taxation authorities for the sake of taxation, such as dissemination of laws of taxation, constituting policies of taxation, researches on the sources of economic taxes, and organizing the mass to protect taxation. Taxation refers to executing laws of taxation. Check is to examine whether there is illegal behaviors in taxation, including both individuals and organizations. The three tasks have different charging scope respectively. But they have mutual association and form an organic integration.

1.2 The application of organizational behavior in taxation management

Organizational behavior can be tracked back to Adam Smith's the Wealth of Nations published in 1776. Enriched by the time of classical theories represented by Tayler's Theory of Scientific Management, Fayol's Theory of Administration Management, Weber's Structuration Theory, Follett's Theory of Social Man and the time of organizational behavior, organizational behavior has been developed toward mature, gaining attentions of enterprises more and more.

In general, the frame of organizational behavior has three layers, namely individuals, groups, and organization system. If take the influences and effects of external environment into considerations, it consists of four layers.

See figure 1. By referencing the methods and experiences of enterprises using organizational behavior can combining the facts of taxation management we can make analysis from four aspects.

The first layer is to analyze the psychology and the minds of individuals who are the objects of taxation management. The second is to analyze the synthetic quality and the operational level of taxation officials who are the subjects of taxation management. The third is to analyze the organization structure and the business model of taxation authorities. The last is to analyze the outer environment, including the laws and regulations of national taxation.

2. To analyze the problems of taxation management in developing countries from an organizational behavior angle

2.1 In the individual aspect, the consciousness of legally paying tax is poor.

Most developing countries do not pay sufficient attention on the cultivation of taxation consciousness which leads to the existence of luck thought in taxpayers. Considering the insufficiency of taxation officials and the heavy task of taxation, some taxpayers try to avoid taxes because of neglect taxation.

Besides, the taxpayers are afraid of more losses than others. Some taxpayers notice that some people can escape taxation successively and even being checked out, they just repay the tax at most. As a result, they feel that paying tax initiatively is similar to loss. Therefore, they also begin to escape taxation rather than pay taxes initiatively. They hold the belief that "I will pay the tax equal to others".

2.2 In the group aspect, the synthetic quality of taxation officials needs to be improved..

Firstly, the political quality of taxation officials needs to be improved. Due to the long existence of conflicts between tax cheat and anti-tax cheat, taxation officials will can not resist sorts of temptation without strong consciousness of legalism and probity. The improvement of political quality is a must.

Secondly, the operational quality of taxation officials needs to be improved. In developing countries, there is a grave shortage of complex high-quality taxation officials who master English, computer science, international taxation, relevant laws, finance and accounting, economy and trade, and possess modern professional ethics and norms. The present situation can not satisfy the need of economic development and taxation management.

2.3 In the organization aspect, the mode of taxation management needs to be reformed.

Firstly, the supervision on tax sources is poor, which fosters the extension of tax escape. In practice, taxation authorities' certain commitment services are at the price of managing taxpayers in a sense, giving up necessary check and management. Taxation officials do not master the real facts of taxpayers and can not find problems in taxation in time. As a result, they have no effective methods to control tax sources which cause a poor supervision on tax sources and the emergence of tax escape.

Secondly, the cooperation and coordination of taxation in developing countries are weak and the taxation process can not achieve a smooth flow. Because the functions of taxation management are divided into taxation, management, and check, there is no clear ambit of functions between each agency. Some are overlapped and some out of association. Taxation and management are engaged in daily operations, generating no administrative effect. Most taxation and management focus on forms, being lack of clear responsibilities, and powerful administration what will lead to the issue of blank taxation and blank management.

2.4 In the outer environment aspect, the laws of taxation and the management system need to be perfected.

Firstly, the legal system of taxation is far from perfect. Nowadays, some developing countries do not constitute the fundamental national laws which cause the absence of legal foundation for taxation. As a result, the taxation regulations in use are loose and do not possess clear legal positions. The priority of taxation can not be ensured. Most taxation regulations do not possess powerful legal strength, having great flexibility and changes, being lack of policy continuousness, clear legal accountability, poor feasibility and punishment.

Secondly, the management system of taxation is far from rationalization. In developing countries, the upper taxation authorities usually fail to know clearly the economic situation in administrative regions charged by lower taxation authorities. Therefore, a warp between taxation plan and real tax sources is inevitable. In order to complete the taxation plan, taxation officials may fail to execute taxation severely.

3. To improve taxation management under the direction of organizational behavior

3.1 Induct and regulate the behaviors of taxpayers

To regulate and induct the behaviors of taxpayers we can take references from the motivation theory's behavior modification in organizational behavior.

3.1.1 Induct taxpayers to pay taxes legally

Firstly, commend and honor the advanced organizations and individuals in taxpaying. Everyone has a sense of honor and tries to make progress. Praises can satisfy people's self-esteem, confidence, honor, self-achievement, and needs for acceptance. Therefore, praises can motivate taxpayers to obey laws of taxation. Step by step, people will accept and recognize the taxation and will pay taxes by themselves.

Secondly, help taxpayers build up the value of creditable taxpaying. Disseminate the laws of taxation and cultivate taxpayers' membership, taking the creditable taxpaying as their obligations and responsibilities. By this way, the creditable taxpaying can be achieved at last, which will benefit the induction of taxpayers' behaviors.

3.1.2 Regulate the tax cheat and tax escape behaviors

According to theories of organizational behavior, the behaviors of taxpayers may change in two aspects. One is the changes of tacit psychology (knowledge and attitude) and the other is the changes of explicit behaviors. As far as the changes of taxpayers' behaviors are concerned, taxation authorities set a short-term goal that is to reduce the declared anti-taxation behaviors of taxpayers as much as possible, and a long-term goal that is to move taxpayers psychologically, making them give up the idea of escaping taxes.

Therefore, taxation authorities can take stick actions and enhance external pressures on taxpayers to force them change their attitudes in paying taxes. By means of improving taxation levels and enhancing execution power, taxation authorities can punish tax escape behaviors severely. According to facts of tax escape, taxation authorities can tack actions of economic fines, political punishment, and criminal sanction, making them lose more than what they gain, to effectively control these illegal behaviors of taxpayers.

3.2 Improve the quality of taxation officials

To improve the synthetic quality of taxation officials we can take relevant actions from two aspects.

3.2.1 Enhance the study of theories and improve the political quality of taxation officials

In order to execute an effective taxation management procedure, an education of career ethics is necessary for taxation officials, which can help to make them self-esteem and behave themselves. At the same time, taxation officials should study and master relevant laws and regulations. With the direction of legal taxation, taxation officials can accomplish their tasks legally and strictly.

3.2.2 Construct a training system and improve the operational quality of taxation officials

In order to improve the operational quality of taxation officials, strictness is necessary which can help to construct an effective taxation team with probity. Besides, the idea of lifetime education is helpful in improving the operational quality of taxation officials by practice, education, and training. With the base of improving the synthetic quality of taxation team by training, it is necessary to cultivate middle- and high-complex talents who are good at foreign languages, laws, modern information technologies, international taxation, and international rules, meeting the needs of modern taxation management.

3.3 Reform and perfect present taxation management mode

The taxation management mode connects with taxation system closely. If taxation management can not reach the requirement of taxation system, the rule of equity and efficiency in taxation system can not work, and its functions of organizing income and adjusting economy can not exert effects.

3.3.1 Construct scientific taxation management structure and reduce taxation costs

Most of developing countries are at the period of transformation. The conflicts between tax escape and anti-tax escape, tax cheat and anti-tax cheat, corruption and anti-corruption are extremely severe, which directly leads to a hard taxation. Therefore, taxation demands for high specialization and supervision. As a result, the lateral structure of taxation authorities should be specialized, dividing the whole task into taxation, management, and supervision as much as possible. And no one of part is more important than another. Besides, we should design a scientific procedure for taxation, management, and supervision, expanding the application of computers to improve the speed and accuracy of information communication, constructing a nice coordinated relationship.

3.3.2 Regulate the management of taxation materials and tax sources and enhance the supervision

First is to regulate the management of taxation materials. All the taxpaying materials of every taxpayer, including tax register, tax declare, use of invoice, punishment and fine, should be classified into one sort and form a set of regulated taxation materials. Meanwhile, by means of constitutional supervision, check supervision, and computer supervision, taxation officials can reduce the taxation loss as much as possible.

Second is to regulate the supervision on tax sources. Enhance the analysis on tax declaring materials and construct information databases for tax sources materials. Expand the supervision scope and speed up the construction of information network with industrial and commercial administrative agencies. Enhance the supervision on key tax sources and enhance the investigation of tax sources. Construct relevant measurement metrics for taxation management and realize effective supervision on taxpayers.

4. Drive the legalization of taxation management

4.1 Enhance the legal function idea and regulate the execution of taxation laws

The legal function of taxation has following requirements. Accomplish the responsibility and obligations in the scope of functions and don't exceed or abuse the authority. Do not exceed the law and exempt taxpayers form taxation. Do not deprive others' right and do not make final decisions. Illegal administration is ineffective and taxation officials should take relevant responsibilities. To cultivate and enhance the legal function idea in taxation execution can ensure a regulated and uniform execution of taxation laws, improving the efficiency of taxation management.

4.2 Execute the law with openness, equity, and justice, and enhance the transparency of execution of laws

Change the black-box operation of taxation execution completely. By constructing taxation bulletin policy, and execution bulletin policy, taxation authorities can inform taxpayers about laws of taxation, taxation, execution, punishment, obligation, and right in tax execution. By this way, the publication of procedures, behaviors, gist, contents, and right are realized.

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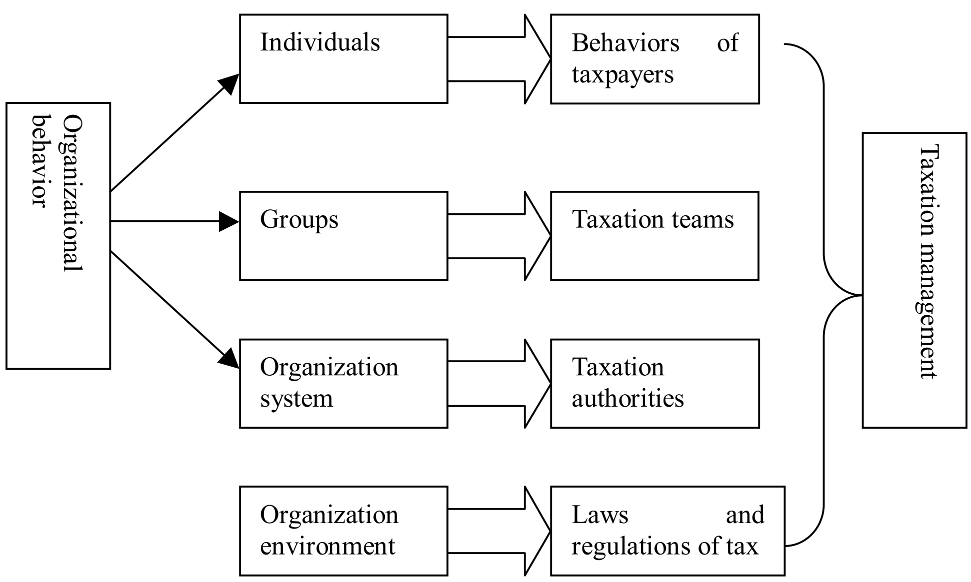

Figure 1. Application of Organizational Behavior Analysis Frame in Taxation Management

Discourse-Based Approach to Teaching Grammar

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Abstract

It is significant for teachers of English to work out an appropriate approach so that the teaching and learning of grammar can be made more interesting and effective. This paper briefly discusses grammar and its relationship to discourse, communication and practice of the four skills. It then presents a reasoned approach to teaching grammar, which is based on discourse and integration of the practice of the four skills. This approach is personally considered appropriate with reference to the writers' teaching context and the evaluation of the present methodology,

Keywords: Grammar; Discourse; Communication; Approach; Integration

Introduction

Grammar, on the one hand, seems not so appealing to foreign language learners. Whenever the word 'grammar' is mentioned, the learners will relate it to the complex sets of rules, which are boring and require a great deal of memorization. On the other hand, it has always been their No.1 concern in the process of learning. Grammar is regarded as one of the key components in language. Its importance has long been established and emphasized in literature, such as Palmer (1971), Harmer (1987), Crystal (1988) and Batstone (1994).

According to Palmer (1971: 8), "…it is grammar that makes language so essentially a human characteristic. For though other creatures can make meaningful sounds, the link between sound and meaning is for them of a far more primitive kind than it is for man, and the link for man is grammar". It indicates that grammar plays a significant role in conveying human thoughts. Batstone (1994: 3) also emphasizes the importance of grammar when he points out that if there were no grammar, language would be chaotic, leaving us seriously handicapped. From this point of view, it may be helpful to both language teachers and learners if an appropriate approach could be adopted to make the teaching of grammar more effective.

This paper first discusses grammar and its relationship to discourse, communication and practice of the four skills. It then describes a reasoned approach to teaching grammar, which is based on discourse and integration of the skills practice, drawing on the previous discussion. The approach is personally considered appropriate with reference to the writers' teaching context and the evaluation of the present methodology.

The writers' teaching context

We come from a teaching context where the students study English as their first degree in the university. They have learned six years of English in middle school before they come to the university, which means that they have already learned all the basic grammatical rules. The course of grammar provided for them in the university is largely the repetition of those rules, which the students find rather boring. The materials used are the grammar textbooks written exclusively for Chinese students. These books are compiled in the format of explanation of sets of rules accompanied by some example sentences, which are completely isolated from the discourse or context. The exercises for practice are simply blank-filling, multiple choice and translation. The approach to the teaching of this course can be summarized as follows:

Due to the adoption of this methodology, the teaching and practice of grammar is completely isolated from that of the other skills. As far as we are concerned, three problems exist with the approach. Firstly, it is difficult for the students to see how the rules actually work or how language structures function since there is no discourse or context. Secondly, it is hard for the students to practice and produce appropriate language forms since they are not integrated into the practice of the four skills and there are no real tasks. Last but not least, it is difficult to motivate the students' interest and keep their concentration on the lesson since there is no real purpose for practice and the exercises are monotonous.

Relationship between grammar and other areas of language

Grammar is not isolated from other areas of language. It is closely related to meaning and discourse. As Halliday (1994: xvii) points out, "A text is a semantic unit, not a grammatical one. But meanings are realized though word-ings; and without a theory of wordings --- that is, a grammar --- there is no way of making explicit one's interpretation of the meaning of a text.

Knowledge of grammar is generally considered to be the central area of the language system around which the other areas revolve. Cook (1996:14) highlights this point when he states that "however important the other components of language may be in themselves, they are connected to each other through grammar. Grammar is often called the computational system that relates sound and meaning, trivial in itself but impossible to manage without". In this case, grammar is interpreted as an indispensable organizer of other components of language.

With regard to the relationship between grammar and discourse analysis, Rutherford (cited in Batstone, 1994:37) points out: "Grammar is seen as the on-line processing component of discourse, and not the set of building blocks with which discourse is constructed". This statement also highlights the role that grammar plays in discourse. It acts more like an architect rather than the bricks or tiles. In addition, Halliday (1994: xvi) puts forward that discourse analysis will not be an analysis at all if it is not based on grammar and whatever the final purpose or direction of the analysis is.

With its relationship to meaning and discourse, grammar is also one of the key elements for communication. As Batstone (1994:11) states, "Grammar is not simply a formal network, but a communicative device which is functionally motivated". In the light of this, the communicative purposes of grammar teaching and learning should be considered in language learning classrooms. Since grammar is the base or core element in communication, it has strong relationship to the practice of the four language skills.

According to Burgess (1994: 309), "the acquisition and practice of language form (grammar and lexis, pronunciation, spelling etc.) may be incorporated into activities which primarily practice the skills of listening, speaking, reading and writing". Therefore, it is significant that an appropriate approach to teaching grammar should he worked out and adopted in classrooms. Since discourse is the main unit of communication and language form is learnt through the practice of skills, it may be practical to adopt a grammar teaching methodology that is based on discourse and is integrated into the practice of the four skills.

A reasoned approach to teaching grammar

Traditionally, grammatical forms are taught in isolation and learning materials are organized around grammatical sets. However, over the past ten years, it has been gradually accepted that language is more effectively learnt when learning materials are organized around discourse types rather than grammatical sets. Drawing on this perception, grammar should also be taught communicatively with the learning activities organized around discourse, since discourse is the main unit of communication and is, therefore, the most appropriate unit of learning. In this way grammar learning can also be integrated into the practice of the four skills.

Burgess (1994: 309) further points out that integration of major aspects of language use into the four skills "can be achieved through the use of a body of information the learners read, or listen to, a discourse expressing the body of information and later reproduce at least some of its content in spoken or written language; in the process, they learn new linguistic forms".

In the light of the discussion above, the approach suggested can be summarized as figure 2.

Take the teaching and practice of the past tenses of verbs for example. The lesson can be divided into three stages. First, choose an input discourse, such as a spy story, which can be used as the practice of the receptive skills, listening, for instance. When the students listen to the story for the first time, they can be asked to find out what it is about and if it refers to the events in the past, at present or in the future. In the second listening, the students' attention can be directed to the organization of the events in order to work out that the discourse is a piece of sequenced narration.

The second stage focuses on the discourse analysis. A series of tasks can be designed to allow the students to find out the rules about the narrative tenses. For instance, the discourse can be recorded and reproduced with gaps, where all the verb tenses are taken out. The students are asked to put the verbs in brackets in the correct tenses first and then listen to the tape to check their answers.

At the third stage, the students are expected to produce a piece of output discourse with the practice of speaking or if time permits, writing skills. For example, the students can be divided into pairs or groups to retell the story in their own words using the verb tenses practiced. Alternatively, they can write a brief summary of the story. The output discourse is a linguistically less complex text than the input one since the main purpose of it is to build what has already been learned into a new body of information. It is this text that provides fluency and accuracy practice for learners' productive skills.

As far as we are concerned, by adopting this reasoned approach the grammatical forms are organized schematically to facilitate meaningful learning and practice. This schematic organization focuses the learners' attention on the elements that recur in texts of this discourse type, i.e. those elements that are predictable in a text where the communicative purpose is narration. Moreover, the approach integrates skills practice. The tasks keep the students' attention focused on one element at a time and there is continuity of focus throughout the lesson.

Conclusion

Apparently, there is no easy solution to the problems existing in the present approach. However, the reasoned approach discussed and suggested above, from our point of view, may help improve the situation due to the advantages it demonstrates. Learners are more motivated to learn grammar by seeing how language structures function in discourse than simply to memorize the grammatical rules in isolation from discourse. Furthermore, integrating the element of grammar learning into the practice of the other skills makes the whole language learning more effective.

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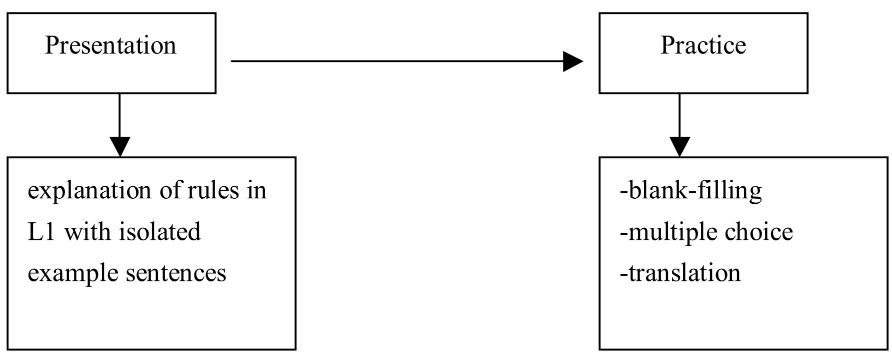

Figure 1

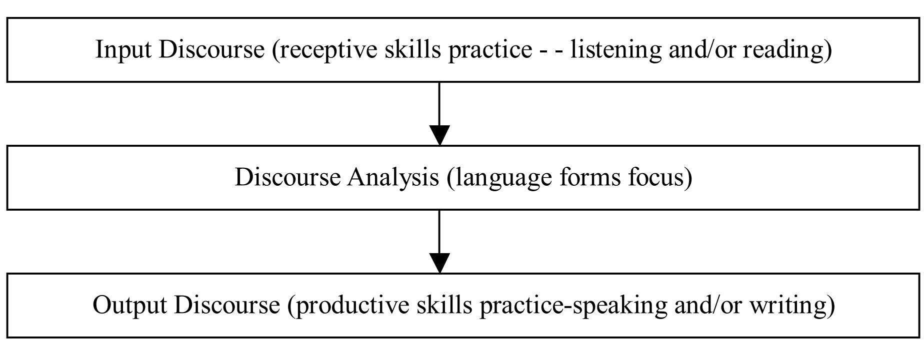

Figure 2

Development Status and Countermeasures of Chinese Ski Tourism

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Abstract

This paper firstly introduced the generation and development of world's ski tourism, summing up the successful experience of ski tourism. Secondly, in the description of the status quo of Chinese ski tourism, it not only affirmed the achievements and future prospects of ski tourism but also analyzed the problems in both objective and subjective aspects. In conclusion, the paper discussed the development measures to the ski tourism to resolve our problems in ski tourism.

Keywords: Keywords: Ski tourism, Development, Countermeasures, Skiing

1. The Generation, Development and Successful Factors of World Ski Tourism

1.1 The Generation of Ski Tourism

There are four periods from human beings began skiing to nowadays modern ski tourism. More than 4000 years ago, human beings had to migrate from warm zone to cold zone, and did ancient hunting ski for a living; to 1200 A.D, there was ski because of the wars between human beings; the subsequent peace period is competitive skiing; and with the passage of time, there is ski tourism triggered by ski culture.

1.2 The Development of World Ski Tourism

Ski tourism in the Western countries have 100 years of history, especially in the snow-rich countries, it has become a pillar of economic development. In Europe and the United States, ski tourism has formed a town-reception system in unit of woodshed, and nearly every snow filed has ski school and considerable teachers. Around the ski industry a perfect supply system is formed. In ski season between 2002 and 2003, 357 winter sports station in France received a total of eight million skiers, of which two million are foreigners (mainly British, Dutch and the Belgians). Now, the international ski tourism is moving towards diversification, a development trend of high quality. More than 2,000 ski markets have been on the Internet, such as the famous sites go ski, ski map, to ski, etc..

1.3 The Key Factors to the Success of Ski Tourism Abroad

1.3.1 Rich Snow and Ice Resources Is the Prerequisite for the Success of Ski Tourism

Natural geographical conditions is an essential factor to the success of ski tourism, in which the length of snow season, snow depth, dry snow retention time, elevation, slope, temperature and the wind were seven factors to assess the resources for ski tourism. The famous ski tourism, Switzerland, famous for ski tourism, locates in the mountains, with an average elevation of about 1,350 meters. In the area of 700 meters above sea level, dry snow retention time is about three months; 1,800 meters, dry snow retention time up to six months, the 2,500 meters, dry snow retention times up to 10 months; 2,800 meters above sea level. Snow resource is very rich , there are more than 100 snowy peaks of 4,000 meters high in elevation.

1.3.2 Effective Government Management is the guarantee for the success of ski tourism. Developing ski tourism is inseparable from the direction, support and regulation of government. First, National Tourism Administration must give it great importance. Next, the local governments at all levels should take good use of the resources, concentrate on the consume demand of tourism market around the resources, and adopt macro-control policies, while nurtures the ski tourism market, and create the conditions and environment for the development of tourism enterprises. At this point, French government is the representative. French government actively encourages the development of ski industry, and in 1964, he promulgated the "mountain Act" and the "snow plan". After 30 years' effort, in 21 percent of the whole land in the southwest mountainous areas, more than 450 ski fields were built, in a ski quarter of a year they receiving about 700 million persons, and the revenue of it about 50 billion dollars. The face of the mountainous area was completely changed, and the income from the supporting industries far exceeds income from tourism.

1.3.3 Sports Tourism Is the Promoting factors for Leading the Development of Ski Tourism

Sports tourism is not just a simple tourist but a new field generated from cross-infiltration of the tourism industry and the sports industry. Modern ski movement in the world has developed to a considerably extensive extent. It is a key item in winter sports and also a main item in Winter Olympics. In the 20 Winter Olympic Games in all, 13 of them were held in Europe (Table 1). Norway was the holding land of the sixth and the 17th Olympic Games. It highlights of the Winter Olympics, with the help of a variety of skiing activities attracting many ski lovers and sports tourism lovers.

Table 1:The Brief Introduction of the Winter Olympics

Serial Number	Year	Location Countries	Serial Number	Year	Location Countries
1st	1924	Chamonix, France	11th	1972	Sapporo , Japan
2nd	1928	St. Moritz , Switzerland	12th	1976	Innsbruck, Austria
3rd	1932	Lake Placid, The United States	13th	1980	Lake Placid, The United States
4th	1936	Gagnon, German	14th	1984	Sarajevo, Yugoslavia
5th	1948	St. Moritz , Switzerland	15th	1988	Keerjiali, Canada
6th	1952	Oslo, Norway	16th	1992	Albertville, France
7th	1956	Kedinadan D'Ampezzo, Italy	17th	1994	Lillehammer, Norway
8th	1960	Squaw v., the United States	18th	1998	Nagano, Japan
9th	1964	Innsbruck, Austria	19th	2002	Salt Lake City, The United States
10th	1968	Geleinuobu Dole, France	20th	2006	Turin, Italy

Source :Jin Ruide. *An Ensylopedia the Olympic Movement* [M]. Beijing : Central Nationalities University Press, 2002,238-250

1.3.4 Snow Culture Is Another Promoting Factor for the Success of Ski Tourism

With the high development of economy and technology, People have more leisure time and income, and cultural consumption era begins. After World War II, the snow cultural consumption became active. It is in lead of ice and snow sports, in content of characteristic culture of local folk and customs, in form of the participation of the general public cities, revelers, in the background of international cultural communication.

Taking Sapporo of Japan’s Snow Festival as an example, although lasting for seven days every time , it will attract about 2.3 million Japanese tourists and foreign tourists coming for sightseeing. For a long time, the Sapporo has accumulated a wealth of experience for the international snow projects, i.e. “the government, tourism associations, enterprises jointly finance snow carving park——free for visitors ——develop the related industries like restaurants, entertainment, lodging, shopping and other industries promoted by visitors——Establish a whole urban image "of "Sapporo model," which has been recognized by every country.

2. An Analysis on the Development of Current status of Chinese Ski Tourism

2.1 The Development Achievements and Prospects of Chinese Ski Tourism

Chinese ski industry was born in 1996, with the establishment of Yabuli ski field (Windmill Hill) as a symbol. By of the end of 2003, China had built 187 ski field, attracting as many as 2.87 million skiers, operating income becoming nearly 10 million, now it still going up at the rate of 60 percent one year. In 2002, the establishment of "Alpine Ski Museum" (indoor ski filed) built and invested by Shenzhen Overseas Chinese Town Group was an important breakthroughs and innovation, and its establishment has undoubtedly positive significance for the popularization and promotion of the development of snow tourism.

Although the ski industry in our country has a long distance to those in Switzerland, France and other developed countries, yet looking at these countries from the perspective of resource development and nurturing the local tourist market, they tend to saturation. While ski tourism resources and tourist market in our country both have great development potential and market position.

2.2 The main Gap Existed in Chinese Ski Tourism Compared with Foreign Countries

Chinese ski tourism develops quickly, but compared with foreign countries, there is still a gap both in the management of the snow filed and in people's consciousness. First, no major ski field for holiday occurred in China. Second, domestic ski course is not systematical in comparison with foreign countries; finally, there is a large gap in ski crowd with the right ownership of ski tools compared with foreign countries.

2.3 The Objective constrains in the Development of Chinese Ski Tourism

2.3.1 The constrains of season

Skiing is a special kind of seasonal sport. Averagely speaking, the operating period of ski tourism is mainly from mid-November or early December to the ending of March or April of the following year, and it is difficult to operate a ski project in the rest time. Seasonal factors have become a bottleneck in our ski tourism.

2.3.2 The Restriction of Weather to the skiers

Weather has a very large impact on the skiers and operating income. Snowfall and time will affect the arrival of skiers. Snowfall lower than the average level and early spring would reduce ski time and bad weather and snowstorms would hamper the arrival of skiers. China, the northern areas in particular, often bring out weather storms in winter, so the weather is an obstruction in launching ski tourism in China.

2.3.3 Lack of Snow Resources

In northeast, north and southwest of China is a large distribution of hilly and mountainous area, and snow usually depositing for 40 to 180 days, so many areas have natural condition to develop ski tourism. But compared with Nordic, North America and other areas succeeding in developing ski tourism, there are many differences. For instance, our country's perennial snowfall regions clocked for 122 ~ 180 day. The average temperature in January is-15~-30 ℃; snow cover volume is not large; the clocked areas with snow less than or equal to 3.6cm accounted for half of the whole land. Taking northeast area as an example (Table 2)

Table 2: The Condition of Snow Resources in Partial Cities (Meteorological Observatories) in Northeast Region

Cities (Meteorological Observatories)	Days of Snowfall	The Intervals between the Beginning and the Ending of Snowfall	Days Clocked	The Intervals between the Beginning and the Ending of Clocked Snow	The Maximum Depth of Clocked Snow
Mohe	49	230	174	199	28
Harbin	31	183	102	155	13
Qiqihar	17	195	86	160	13
Changchun	24	186	87	160	13
Jilin	33	183	106	171	21
Tianchi	17	92	98	259	269
Tonghua	43	186	115	167	35
Shenyang	19	167	67	141	17
Dalian	12	136	24	105	23

Source: Han Jie. *A Research on Snow Tourism Resources in Northeast and Its Application*. Geography, 1993, (13) : 235

2.4 Some Subjective Problems Existed in Chinese Ski Tourism Development

2.4.1 Lack of Scientific Planning and Inadequate Infrastructural Facilities

One is the lack of scientific planning. At present, the main problem in Chinese ski market is lack of scientific planning and design, leading to the layout not very reasonable: less overall ski market, small scale, low-grade, poor equipment, dysfunction, and there is duplication and immediate inclinations. Most ski fields do not have summer projects and can only open for business in winter, which causes the high cost and low efficiency.

The other one is inadequate applicable facilities. Only several ski fields existing in domestic market have facilities to meet the requirements of ski lovers, and others all have problems of different levels those services and facilities cannot be matched. One of the most serious is ineffective security ambulance. The security of the skiers cannot be fully guaranteed, particularly in the dangerous areas without protective measures.

2.4.2 Ski Tourists Market Urgently Needs Training

For most Chinese people, skiing is still a new movement, and only a few will try. And domestic skiers are mostly white-collar workers; most of people have neither money nor time to ski. How to make more people accept ski tourism also needs social nurturing.

2.4.3 Lack of Ski Professionals

Work in the field of ski tourism is highly professional such as planning and designing of the ski fields; operation and management of the ski fields; production, use and maintenance of the ski tools and clothes, suitable use of special equipment, etc.. Extreme lack of such professionals is the most serious problem we are facing today.

2.4.4 Have No Unified Industry Standard

Facing the rapid development of ski tourism market, corresponding management work from the whole is always lagging behind. This management lagging is showed in many ways: the ski field scattered, without playing the role of trade associations, which eventually led to chaotic ski management and damaged ecological environment and natural resources. Governments all support the development of ski tourism, but how to standardize the management is still lacking in experience. Furthermore, there is not a national standard way.

2.4.5 Lack of the Support of Scientific Research and Science & Technology

Development unit do not pay enough attention to and collect existing relevant research results and many projects design devoid of investigation and assessment of existing ski tourism resources and other basic resources, lacking understanding of resources value and scientific value, less positively investigating to the ski market, and devoid of accurate statistics of skiers.

2.4.6 Weak Ski Equipment Industry

Rapid development ski movement exposes the lagging of other relevant industries. At present, in China, all skis used in big or small ski fields are not made by Chinese enterprises, and almost all snow-making machines, snow-pressing machines and snowy area motorcycles are imported. Ski clothing industry should our advantages, but really famous and expensive clothing still need imported.

3 The Countermeasures to Promote Chinese Ski Tourism

3.1 Overall Planning, and Improving the Management Structure

In view of the natural geographical characteristics of the snow resource areas, and periodical demand for the ski tourism development, we should make practical directions to the technology and methods of theoretical lines. On the basis of fully analysing the market demand and funds, we can overall plan the layout and the grades of ski market, and identify the target, scale, and speed of development. We should improve the management system, formulate ski tourism-related regulations, and implement a development and construction approval system. We may also consider establishing a national body responsible for the star assessment to ski fields and setting the standard to each industry.

3.2 Actively Training Relevant Professionals

According to the demand of standardize management of skiing, as long as the business in operation, there must be qualified coaches with qualifications after they have been trained.

In addition, the construction, design, and management all requires various professionals with knowledge and professions. Training of personnel can take many forms: short-term training, academic education, to study abroad, and so on.

A qualified education authority could offer ski schools, create elective professional, Short-term training courses and handle the work of certification and examinations.

3.3 Effectively Explore Domestic and International Market

3.3.1 The Exploration of Domestic Market

Developed southeast coastal region is the key target market.

This region is the earliest opening to the outside world, the most economically developed, the residents relatively in high cultural level, and with strong capabilities in domestic trips. However, developing such tourist market should firstly dispel their ideas that if consumers will go ski tourism

For example, the South tourists have the anxiety of cold and ski security and other psychological problems. We should put forward pointed and effective publicity slogan according to different tourists from different regions, levels and categories.

3.3.2 The Exploration of International Market

The markets of Hong Kong, Macao and Taiwan, Southeast Asia, are important parts in Chinese inbound tourism market.

To explore these tourist markets we should enhance the overall image of tourism to make it widely known and enjoys popular support. Meanwhile, the news media and traveling salesman must be well accepted.

East Asia (Japan and South Korea), North America and Western Europe are the tourist markets showing special interest in certain products. To develop such markets, it is impossible to merely use band products, so it is good to put folk characteristics in it

For Russian border tourism market, we should strengthen trade there and develop business tourism in ski industry

3.4 Strengthen the regional cooperation

Ski enterprises should carry out diverse cooperation in order to decrease the large investment and expensive maintenance fees. On one hand, the cooperation could arouse the positivity of travel agencies, hotels, restaurants, and resorts; on the other hand, it could effectively enlarge the ski market, increase the skier numbers, and benefit each side.

3.5 Undertaking a multi-operation major in skiing

We can adopt a flexible and diverse management. In view of different needs of different skiers, we can use independent tickets, associate tickets, membership system and other diversified operations methods, and newly set up of sand-skiing, grass-skiing, water-skiing, paragliding, cableway, rock climbing driving karts, and other sports. We can also increase the fitness center, tennis courts and other facilities, make a ski resort attractions become a resort of four seasons. Actively promote tourism ski packages, and develop tourism sightseeing-- skiing, skiing -- shopping, skiing -- health, skiing -- vacation and other diversified compound tourism products. Actively develop snow tourism, so that it would keep pace with ski tourism. Snow sports, snow entertainment, ice and snow culture, snow tourism, ice trade, snow light exhibition should be put together to promote ski tourism develop into an industrial direction and pull in many other related industries.

3.6 Strengthening Service and Equipment and Enhancing the Scale of Service

Strengthen the education for the management, training staff training and business ethics to raise the overall level of services. Strengthen hardware construction to solve the problems of inadequate equipment, limitations of simple cable carrying capacity and improvement of the hardware standards.

Moreover, those snow fields far from the cities should enhance its transport, accommodation capacity of the reception.

3.7 Emphasizing Sustainable Development and Achieving Environmental Ski Tourism

With the development of technology, more and more human factors would be put into modern skiing, such as artificial snow-making, chemical substitution Ice (Ice simulation) the emergence of indoor ski fields, which will extend and enlarge ski season and provide convenience for people. But it is very likely to bring in a waste of resources and runs counter to modern health requirements. Therefore ski fields must adopt high-tech environmental projects with the improvement of technology. Getting rid of the existing single function, people can be integrated by outdoor activities, field survival and the orientation activities and returning to nature activities, which becomes a paradise for people to keep, and where people can enjoy fresh air, broadminded "green environment" and infinite happiness given by nature.

4. Conclusions

As far as macroeconomic situation is concerned, ski tourism in China still has some problems like relative small scale, inadequate facilities, and simple items and so on. In view of the attention of all levels governments and the tide led by world ski tourism, Chinese ski tourism market has enormous potential. As long as the relevant departments plan as a whole, rationalize the system and strengthen the cooperation; enterprises enhance core competitiveness constantly, expand ski tourism market actively, innovate products increasingly and strengthen service, Chinese ski industry will certainly become larger and stronger in the future. Meanwhile, the ice-snow tourism gearing effect will extend ski industry chain, upgrade ski industry, make it larger in scale, and improve the rapid economic development in ski tourism all over the country.

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Yushchenko Takes Control of Ukrainian Interior Troops

Daryna Krasnolutska & Sebastian Alison

Bloomberg, May 25, 2007

Ukrainian President Viktor Yushchenko took Interior Ministry troops under his control, a day after the Interior minister used the forces to bar the newly appointed acting prosecutor general from entering his office.

“The order was signed to prevent possible threats to the nation’s interests and ensure that the Interior troops, which had been until recently a part of the Interior Ministry, are not used to benefit political forces,” Yushchenko said in a statement posted on the presidential Web site today.

Yushchenko’s opponent, Prime Minister Viktor Yanukovych, called the move illegal.

Ukraine’s political standoff worsened yesterday when Yushchenko fired Prosecutor General Svyatoslav Piskun a month after hiring him. Piskun is a lawmaker for the Party of Regions, headed by Yanukovych. Interior Minister Vasyl Tsushko, an ally of Yanukovych, called the dismissal “a coup d’etat,” the Russian news agency Interfax reported yesterday.

Yushchenko said he fired Piskun because by law he was supposed to give up his parliamentary seat after taking a job as prosecutor general. The president appointed Viktor Shemchuk, former deputy to Piskun, as acting prosecutor general.

Yushchenko is holding another round of talks with Yanukovych, his ally and parliamentary speaker Oleksandr Moroz and former Prime Minister Yulia Timoshenko, who backs the president, Yushchenko’s press service said in a statement. The talks are being held at the president’s office in Kiev, it said.

Orange Revolution

Yushchenko and Yanukovych have battled for control of Ukraine since Yushchenko became president following the Orange Revolution in late 2004, which overturned the results of a fraud-ridden election. Yushchenko wants to join the European Union and North Atlantic Treaty Organization, while Yanukovych seeks closer ties with Russia.

Yushchenko dissolved parliament on April 2 and called early elections, saying Yanukovych was trying to oust him because Yanukovych pushed through laws that have curtailed the president’s powers and has drawn enough legislators from opposition parties to control 260 seats in a 450-seat assembly. Yanukovych has been working to wrest control of 300 seats, giving him the two-thirds support to override any presidential veto and eventually oust the president.

Timoshenko accused Yanukovych in March of bribing lawmakers to join his coalition.

Yanukovych said today that the president’s transfer of command over the troops violated the Constitution. Tsushko told the troops to remain loyal to him alone.

Troops Scuffle

Troops loyal to both sides scuffled in several public buildings in Kiev yesterday, pictures broadcast on Russian state television channels showed, as crowds of Yushchenko and Yanukovych supporters took to the streets.

The troops that Yushchenko has now brought under his direct control must “guard and patrol Ukraine’s state institutions, particularly the Prosecutor General’s Office and the Constitutional Court,” the president said.

Yushchenko met with heads of regional administrations on the political situation in Kiev today. Yushchenko told them that Yanukovych isn’t abiding by earlier agreements on solving the political crisis and holding a parliamentary vote, the president’s press service said in a statement.

“There is an extremely high risk of destabilization,” Yushchenko said, quoted by his press service. “Unconditionally, we will be continuing talks” with political opponents, “but I’d say that I don’t have much optimism” on the outlook.

Yushchenko, 53, canceled a trip to the Czech Republic today because of the crisis, his press service said. Yanukovych, 56, returned to Kiev from the Crimea yesterday, cutting short a meeting of prime ministers of the Commonwealth of Independent States, a loose grouping of 12 former Soviet republics.

Yanukovych’s party finished first in parliamentary elections in March 2006 and later formed a coalition government.

On Linguistic Deviations in Chinese Newspaper Advertisements

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Abstract

This paper is a general introduction to linguistic deviation in stylistics. The author makes a deviation analysis of Chinese newspaper advertisements from nine aspects. The linguistic deviations are illustrated with examples to enhance attraction and impression in advertising.

Keywords: Deviation, Chinese newspaper, Advertisements, Attraction

1. Introduction

Advertisements are non-literary texts. Stylistically, a linguistic deviation is a disruption of the normal processes of communication. According to a survey, newspaper accounted for the biggest share of advertising volume. Here the author attempts to analyze the language of Chinese newspaper advertisements to find out how the media draw on the literary properties of language to produce certain effects. The Chinese advertising discussed here ranges from inconspicuous one-inch notices to multi-page advertisements in which advertisers present and promote their products and services. Deviations leave a gap in one's comprehension of the text. The gap in advertisements can be filled by an effort of the reader's imagination, thus attracting potential consumers' attention.

There are many prominent stylistic deviation features on different levels of language as we can see from the following analysis. Newspaper advertisement texts are not produced in a vacuum, but with a "typical" consumer in mind. Now let's look at how Chinese advertisement texts construct and target their audiences through drawing on a range of linguistic deviations.

2. Linguistic Deviations of Chinese Newspaper Advertisements

2.1 Phonological Deviation

Patterns of phonology are even more 'on the surface' than those of surface syntactic structure, so it is not surprising that phonological deviation in advertising is of limited importance.

Firstly, in Chinese advertisements, idioms with four Chinese characters are regularly modified into other words with similar pronunciation but different forms so that the theme of the advertisement is strengthened. For instance, such Chinese phrases as 'yi yi bu she', 'wu mei jia lian', 'xian qi liang mu' appear to be strange, and are even regarded as spelling mistakes. However, it is the change of word form with the same pronunciation that leads audiences to the advertisers' focus on 'dress', 'house', or 'leisure'.

Secondly, the theme is also revealed with the device of synonyms or words with similar pronunciation. A pun is humorous use of words which sound the same or of two meanings of the same word, so it is thought-provoking. The advertisement as 'xiu shen cai, xiu shen cai' arouses potential consumers' desire for slim figure. Obviously, it is an effective medicine advertisement on losing weight because 'xiu' (pretty) and 'xiu' (build) are pronounced similarly except in tone. Besides, it suggests that it is necessary for a consumer, who wants to become slim and get in shape, to take such medicine to lose weight. In this sense, the logical relationship between the former clause and the latter one has been established by the similar pronunciation. For another, 'xiu' in the headline 'lian shang TV xiu' is actually equivalent to the English word 'show' with similar pronunciation. Rhetorically, it belongs to a pun, meaning either 'smart or beauty' or 'display or showing off'. It is the only word that suggests that if you have such a smart mobile phone, you will definitely become smarter or have the confident to show it to others. Meanwhile, we also feel the wealth and freshness that the word 'xin' having similar pronunciation to 'xin" brings us in advertising BYD Auto. 'shu qi fang han jia' attracts the readers to the declining price in that 'jia' (holiday) has the same pronunciation as 'jia' (price).

Moreover, the use of sound patterns in the form of alliteration, consonance and assonance is a prominent feature of headline texts in newspaper and magazines. Of course, it is fantastic that to the readers the first sight of a headline seems to suggest something associated with music. In the headline ‘quan guo tong xing, ban ni sui xing’ the advertiser assures the readers of a smooth and pleasant journey with a savings card from China Construction Bank. So we can feel the guarantee the advertiser gives us by the repetition of the very word ‘xing’(moving). Apart from rhyming, ‘xing’ means either journey or OK.

‘Mo li xiang tang, yue jiao yue xiang’ can be translated into *Murry mints,too—good—to--hurry mints* achieving satisfactory effect.Alliteration is one of them.It is a means to create some rhythm by using the same sound or sounds at the beginning of two or more words that are next to or close to each other.Although it is a bit exaggerated,it can draw people’s attention and arouse their desire to taste it.Besides, it keeps the rhythm and the meaning.

On the whole, to achieve novelty, vividness and freshness, Chinese advertisers irregularly make phonological deviation especially by drawing on the same or similar pronunciation with different tones, thus attracting more consumers’ attention.

2.2 Lexical Deviation

2.2.1 Wide use of affirmative and commendatory words and expressions

The purpose of advertising is to impress the potential customer with the quality of a product or service, so it often uses affirmative and commendatory words and expressions in describing the commodity. As for the proper use of words in advertising, Leech listed twenty most commonly used adjectives in order of frequency after his investigation: 1. new 2. good/better/best 3. free 4. fresh 5. delicious 6. full 7. sure 8. clean 9. wonderful 10. special 11. crisp 12. fine 13. big 14. great 15. real 16. easy 17. bright 18. extra 19. safe 20. rich (Leech, 1966: 152). In Chinese advertisements, we see a series of positive affirmation about the good points of the advertised as compared with an ordinary type. The advertiser makes many comparisons, usually to affirm the improvement made to a product or service. The following are common concluding affirmative and commendatory Chinese expressions: ‘dian ya da fang’ (elegant and graceful), ‘qing rou song ruan’ (soft and light), ‘xiang nong ke kou’ (aromatic character and agreeable taste), ‘hua se fan duo’ (a wide selection of colors and designs), ‘jing jiu nai yong’ (durable in use)

Actually many positive-sounding words and expressions are non-specific in meaning; there is hardly any objective standard to measure them by. Much ad-language makes as many positive claims as possible for the product or service without actually making them, by the use of presupposition and expectation on the part of the audience. The advertisers, for another, employ movie stars or VIPs to promote a product or a service. Direct quotations praising its quality, instead of heaping positive adjectives on it by themselves, is more accessible to consumers. For example, Chen Baoguo, a Chinese male movie star, said ‘zhuang fang zi, wo zhi lai ju ran zhi jia’ (meaning “*The only choice to decorate my house is EASYHOME.*”). The quotation, without direct praise, implies a brilliant ‘Easyhome’. Therefore, it is an advertisement impressing customers as a market for building materials and furniture worth visiting.

2.2.2 Vivid descriptive words of revealing emotional experience

The contrast made with others should be clearly more concrete and more convincing. But it is against the law to build up one’s commodity image by condemning other brands. That is why vague and subtle comparisons are often used in ads. Most prominent is the use of a large number of emotional words or expressions by which the modern Chinese advertisers take tricks to expose consumers to a completely new atmosphere. So it is very common that the customer’s eyes, ears, mind and soul are often bombarded with many wonderful words such as ‘(ti yan zhu liu sheng huo, xiang shou wan zheng fu wu’, ‘sui shou DV, sui shi le’, ‘ji qing wu yue’. Surely, our enthusiasm is aroused by these stimulating words, and we cannot resist the temptation from them. Similarly, ‘qi pai xi fu, ling ren xin dong de nan ren’ and ‘jin li lai pi xie, zu yi ling nin zi hao’ are the effective devices by which the advertisers explore the potential market for their products or services.

Some experts call it emotional approach, a more subtle and indirect method in persuasion, which is innately associated with soft-sell advertisements. In general, this type of advertisements often appeals to the emotion of the reader. Such psychological universals as greed, envy, fear, desire for success may be the motive power of a buying action. Therefore, soft-sell advertising tries to establish a link between a product and beauty, wealth, romance, self-confidence, success, prestige and so on.

2.2.3 Extensive use of neologisms

The creativity of advertising can best be seen in its coinages of new terms. Neologism, or the invention of new ‘words’ (i.e. items of vocabulary) is one of the more obvious ways in which an advertisement may exceed the normal resources of the language. Advertisers are known as linguistic practitioners for lexical invention to achieve novelty and enhance attraction. Neologism, to some extent, is a 'violation of lexical rule'. In Chinese vocabulary bank, an adjective can generally found as the antonym of another adjective. Let us take as an example 'han jia'(low price) created and mentioned three times in the body copy of the advertisement. It is equivalent to the shocking lowest price. In addition, a new term 'xiao shu jia' can also be found in it. According to the rule, 'han' is contrary to 'shu' in meaning. If 'han jia' (winter holiday) and 'shu jia'(summer holidy) are established and complementary, then it is natural that the term 'han jia'(low price) is invented and makes sense here. Therefore, an existing rule is applied with greater generality than is customary: that the usual restrictions on its operation are waived in a given instance. 'han' conveying the meaning 'cold', in most cases, can be replaced by 'shu', as in '(han qi---shu qi', 'yu han---yu shu'. If this rule were completely free in its application we would use terms such as 'shu chao' ('a hot air current') without even noticing their oddity. But the rule is in fact limited to a small group of items, so that when 'han jia'(low price) is used in the advertisement, this strikes us as a novelty, and as a surprising extension of the expressive possibilities of the language. It follows that language is creative and productive.

2.3 Graphological Deviation

A brief glance at the newspapers on the shelves will provide a rich source of examples of the kinds of visual patterning. Advertisers explore possibilities of purely visual patterning in advertisements to draw readers' attention. There are many specific ways to create visual oddity such as punctuation, italicizing, bracketing, paragraphing, spacing or diagramming. The following are two prominent devices.

2.3.1 Full use of graphological contrasts

To achieve the best possible eye-catching effect, sharp graphological contrasts are made in most advertisements. Graphological deviation is mostly reflected by a strangeness of written form. As is known to all, headlines (the words in the leading position of an advertisement) in large or bold type, in bright colors or in the contrasting background are frequently used in advertisements.

2.3.2 Irregular written form of Chinese characters

Advertising as an art is embodied visually. In English advertisements, we can find the irregular spelling of the letter F as an art. Similarly, in Chinese advertisements, say, the upper part 'li' is removed from the Chinese character 'tong', replaced by a lovely hat, suggesting a naughty boy. Coincidentally, the image of an old man with a young heart is combined with the expression 'lao wan tong'(meaning an old naughty boy). The first sight of 'tong' (meaning *a child*) with a hat is associated with vigor and romance. Graphologically, for another instance, the Chinese character 'lian' (meaning *love or be attached to*) appears strange with one red heart in place of one point, showing the possibility to be attached to the advertised mobile phone. A new term 'han jia' with white snow on the top is originally invented, creating visual coolness in the hot summer. (It was advertised in June, 2006.) 'han jia' (low price) and 'han jia' (winter holiday) are the same in pronunciation, but the meaning of 'han jia' (winter holiday) has been lost and 'han jia' (low price) created in the headline. On the whole, irregularity in the written form is a novelty in layout, thus bringing impressive effects.

2.3.3 Prominent use of pictures

Nowadays the general practice is combining sharp graphological contrasts with a picture of the advertised product, or the potential customer, or the service being offered, which in many cases occupies half or even two-thirds of the space. A furniture advertisement presents a pleasant and harmonious interior decoration. A housing company shows the readers the best place where the advertised buildings are situated. The advertisement suggests an ideal apartment for you to live which oversees the two rivers. Conspicuously, advertisers make good use of pictures (especially a beauty) in ads to enhance attraction. Moreover, logos are commonly found in advertisements. In conclusion, many different forms can reinforce the contrast in meaning. Let's consider a car advertisement. The picture of the young couple hugging each other adjacent to the red car immediately creates a link between the two --- the way the text is presented visually invites us as readers to relate the two images. We could possibly make this association by thinking of the young couple needing a car that is red meaning vigor, enthusiasm and romance, but the relationship between the car and the couple's looking forward to their bright future is made explicit by the text: passion 'ji qing wu yue' (meaning May with passion)

2.4 Grammatical Deviation

To distinguish between the many different types of grammatical deviation, it is as well to start with the line traditionally drawn between MORPHOLOGY (the grammar of the word) and SYNTAX (the grammar of how words pattern within sentences). Grammatical deviation discussed here is limited syntax. Sentences in advertising Chinese are rather flexible, but they must follow advertising principles --- catching attention and promoting sales.

2.4.1 Colloquial

Advertising Chinese tends to be colloquial or informal. The headline is highly colloquial and sounds intimate for its elliptical structure. In order to be easily comprehensible and to achieve the effect of a warm conversation, advertising tends to be grammatically simple. This is shown in its preference for short sentences, combined use of various sentence types, and simple verbal groups.

As is shown in the samples, most sentences in the body of the ads are short, some composed of only two or three words. Compared with English, Chinese sentences are shorter. The average length of the advertisements' headlines is 7 words per sentence, which is a little less than that of conversation (with 8 words per sentence). Wang (1998) reveals that a headline functions on readers by three steps: perception, cognition and persuasion. It can be found that Most of the following headlines are simple verbal groups such as 'zhi de yi qu', 'lian shang TV xiu', '(tong xing, ban ni tong xing'. In fact, some of them are colloquial to be used in intimate conversation, personal letters, etc. The abundance of imperative sentences in newspaper advertisements is characteristic of advertising Chinese. This is a result of the fact that advertising relies on targeting specific groups of readers, and one of the most frequent ways in which advertising language addresses a set of readers by omitting the direct address term "you". So far as the lexis is concerned, advertising is characteristic of its richly suggestive and descriptive language. Such headlines as 'mei you lei ting zhi shi, na lai kuai yi ren sheng?' are also effective suggestive language. In this sense, rhetorical questions are also employed as persuasive devices to appeal to the potential consumers. There exists one more group of researchers who study the headline from the view of Halliday's speech functions (Huang, 1998). Huang reports that a number of headlines carry questions with them and their responses can be figured out in different ways. However, the most attractive of a headline is to promise some 'reward' or 'benefit' for the potential customers, which a lot of marketing greats have already pointed out.

2.4.2 Four-Chinese-character phrases

Advertising Chinese aims at grasping the readers' eyesight and provoking their interest in the shortest time. Generally speaking, sentences in advertising keep the nature of simplicity in structure. Some advertisements even use phrases instead of sentences for brevity. In order to pack more information into a limited space, many ads have created many four-Chinese-character idioms. The seeming simplicity of a four-Chinese-character phrase can be effective in giving information about a product or service. Let's consider the following four-Chinese-character nominal phrases in the samples: 'feng ge she ji, feng ge cai liao, feng ge gong yi, feng ge fu wu, feng ge pei shi' (feng ge she ji, feng ge cai liao, feng ge gong yi, feng ge fu wu, feng ge pei shi), '(liang jiang jiao hui, nan shan lv lu, mi wu da qiao, ban ta xie ying', 'ji qing wu yue'(ji qing wu yue), 'xiang shou mei shi, xin shang ai che, xi xi pin wei, qi yi qie ran', 'quan guo tong xing, ban ni tong xing'. One interpretation of the advertisers' choice of four-Chinese-character phrases is to have impressive and elaborate effect.

2.4.3 Repetition

Advertising is essentially persuasive communication and the task of persuasion is primarily left for body copy of an advertisement which is a natural continuation of the headline and aims at driving home the necessity of the propagated commodity or service. In syntax, there is an exploitation of the potential complexity of repetitive structure to an unusual degree. Repetition of some word (s) may arouse the readers' sensitivity to the theme of an advertisement. Take as an example the advertised slogan 'ti yan zai bian, sheng huo zai bian, jing cai zai bian, wei lai wu xian' by CCTV. 'bian' (meaning 'change') is repeated three times, suggesting that it is the striking changes that urge audiences to experience the changing world by watching CCTV programmes. 'feng ge she ji, feng ge cai liao, feng ge gong yi' involves the readers in an environment with different 'styles'. This is a factual approach adopted by the advertiser that tells the readers the truth of a product or services. Actually, the cohesion of a text is achieved through the repetition of key words, or through the use of synonyms, near-synonyms, hypernyms and general words so that the theme of an advertisement is highlighted.

Parallelism is repetition of the same structural pattern. For emphasis, parallel structure is a common means by which advertisements offer one or more 'reasons'" why this particular product should be bought. Similar to the use of block language, many parallel structures are applied in advertising Chinese to encourage purchase. For example: 'shan qing shui xiu, li ren jiao xiao, nan guo qing diao, fen cai mi ren' (Green hills, clear waters and dainty beauties present a southern tone with an attractive elegant demeanor) creates an elegant picture. 'xuan ze you ni, rong yu shu wo' (The choice is yours. The honor is ours.) also reveal the advertiser's elaborate arrangement. They contain unusual and detailed meanings by the means of the same grammatical pattern.

2.5 Semantic Deviation

It is reasonable to translate ‘semantic deviation’ mentally into ‘nonsense’ or ‘absurdity’ in a strictly literal-minded way. But from another direction we say it is just a superficial absurdity. Semantic deviation renders it more eye-catching and impressive. Tropes are foregrounded irregularity of content, twisting words away from their usual meanings or collocations to produce deviations. Hyperbole is one of the most common linguistic deviations in advertising. For instance, the advertisement ‘jin nian 20, ming nian 18.’(20 years old in this year, 18 years old in next year) is superficially absurd, but it forces the reader to look beyond the dictionary definition for a reasonable interpretation: he / she becomes younger two years with the cosmetic product.

In literary texts, TRANSFERENCE OF MEANING, or METAPHOR in its widest sense, is the process whereby literal absurdity leads the mind to comprehension on a figurative plane. It is by far the most important single factor in that transcendence of the normal resources of communication. Metaphor or personification serves the same purpose in the advertisements. For example, ‘hui du shu de bi ji ben, hui shuo hua de tu shu guan, yong you jin zai fang zheng’ is the headline in the advertisement for FOUNDER computer, presenting all its functions. It is through sense association of ‘hui du shu de bi ji ben, hui shuo hua de tu shu guan’ (meaning *a notebook that can read, a library that can speak*) that the implication of FOUNDER computer’s attractive functions is extended. And it is also given life to, which is called personification. With such concrete, lively and beautiful statements, the advertising becomes more striking. For another instance, “jie bai ru yu de jiao nen pi fu yuan yu chang yong run fu shuan” (Tender and lovely skin, as white as polished jade, depends on moisturizing cream.) employs simile, which is a figure of speech,to make a comparison in the imagination between two things,using the words”as “or”like”.The application of simile embodies vividly the tenderness and being whitened after using the cream.Who can resist the temptation to buy it?

In fact, all the figures of speech contribute to making the text less inconspicuous and more foregrounded. It is worth noting that the use made of figurative language by the media including advertisers, for introducing and promoting products or services which are new and abstract in readily accessible terms, usually has the effect of making them more acceptable. Potential consumers can be presented with a picture of the world from which much of the uncertainty, the fuzziness, the ambiguity has been wiped, and thus much of their perception of products or services is shaped by figurative uses of language or semantic deviation.

2.6 Dialectal Deviation

DIALECTISM is the borrowing of features of socially or regionally defined dialects.

Chinese people are impressed by the most famous comedian Zhao Benshan’s advertisement as follows.

--- de le li ji la du zi, zen me ban?

--- xie li ting

--- ni men dou zhi dao. A!

This is a TV commercial. Here Zhao Benshan displays his own features of Northeastern Individual or Regional Dialect. It is his amusing voice, pitch and stress pattern that relaxes the patients with a stomachache. Most of us will recall Zhao Benshan, a laughter master, at the sight of ‘xie li ting’ (the name of a medicine). So dialect as a particular regional language, in some sense, can make a big difference in striking and impressive advertisements.

Language varies from region to region. With physical rivers and mountains, people in the different areas tend to develop different speech patterns. In China, there are 56 minorities. So far as the Chinese speaking world is concerned, there are more than 56 language varieties. The headline ‘lin jiang, jue fei lin jiang’ we see in the newspaper of Chongqing Commerce (published in June, 2006) is actually a deliberate correction of pronouncing ‘ling’ into ‘lin’. Newspaper of Chongqing Commerce targets Chongqing people (Chongqing. In Chongqing there is a place named ‘lin jiang men’. But Chongqing people usually mispronounce ‘ling’ as ‘lin’. Therefore, to avoid misunderstanding and enhance impression, the advertisement makes such a headline as ‘(lin jiang, jue fei lin jiang’, emphasizing the slight difference in pronunciation. Despite the standard Chinese Mandarin shared by all the Chinese people, the advertisers should not ignore the striking differences between accent and mandarin in that advertisements serve a specific reader group.

2.7 Deviation of Register

Register refers to a style of language appropriate for a specific context. Advertisers occasionally borrow language from other registers. That is, the advertisers shift from the advertising context to other contexts to enhance attraction and achieve foregrounding. To take an illustration, a housing advertisement brings the readers into a beautiful movie world by adding two movies ‘lang qiao yi meng’ and ‘da zhai men’ in combination with ‘shang yan’ (play). Movie titles are infrequent in housing advertising. The advertiser has asserted his freedom from constraints of ‘factual’ language. Meanwhile, the two movies are known across the country. So the rather enjoyable register contrasts with the mundane subject matter to achieve promotion, which is lost in the headline when the register is changed. Clearly, how can we resist such a brilliant picture invented with poetic language? It is due to the device of register borrowing that the advertiser has exploited with an unprecedented audacity. It is with the effect of these words from other register that the advertisement has become more striking.

Another mobile phone advertisement also shows us the fact of register mixing. ‘xia xin wu xing ji shou ji’ (xiaxin mobile phone, five-star) is a concise introduction with features characteristic of different registers in that ‘wu xing ji’ (five-star) is a highest level to measure the quality of hotels. Here the effect of mingling two registers is expected while carrying substantially the same meaning as the original. The three words contribute considerably to the promoting force, implying that here is Xiaxin mobile phone with the best quality and best service. Therefore, advertisers often attempt to create new and unique meanings by manipulating factors relating to meaning such as changing register.

2.8 Deviation of Historical Period

To complete an advertisement, we must note that the advertiser has ‘the freedom of the language’, in the same sense that he is not restricted to the language of his own particular period, as is the case with more commonplace types of linguistic transaction. Language changes over time. So there is a fact that sometimes the advertisers employ ancient Chinese or others to achieve humor and impression, which is a deliberate revival of obsolete usage for historical colouring.

2.9 Language Mixing

With globalization, languages are also globalized and tend to be assimilated. It is very common to find the mixing of Chinese and English in Chinese advertisements to attract more customers including foreigners. Among foreign languages, English as a universal language is used most frequently. But here it is worth mentioning to avoid errors or mistakes in advertisements. For instance, obviously ‘former decoration worthy to going’ should be identified as an error and corrected. Therefore, in such a globalized society, language correctness and appropriateness should be what our language researchers and practitioners are concerned about. Of course, we can regard the error as a deliberation to achieve foregrounding. But in the current Chinese world, grammatical errors made by media in language especially in English are more likely to mislead the language learners.

3. Conclusion

Style is deviation of the norm. From the above analysis, we can see deviation is disruption or breaking of rules through use of non-conventional word meaning or form (sentence structure), which is more marked than the usual one, and as a result creates interesting new patterns in form and in meaning. In conclusion, where there is foregrounding on some level of an advertisement, we can use knowledge of deviation to analyze unusual or ‘marked’ combinations. Despite significant deviation, deviation is not the end, but one way. Undoubtedly, deviation in different levels is extraordinarily powerful and persuasive, and advertisers shape the perception of potential audiences about their products or services by the use of deviations in advertisements.

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Contrastive Pragmatic Study of Politeness in English and Chinese

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Abstract

Politeness is a universal phenomenon because it can be observed in all languages and cultures. In spite of the universality of politeness, it is significant to note the cultural characteristics of politeness. Due to the influence of cultural value orientations, the manifestations of politeness and the criteria of application differ substantially from culture to culture. This paper aims at investigating the ways of expressing politeness in English and Chinese from an intercultural perspective, figuring out the differences in application in the hope of understanding the connotation of politeness concerning culture, cultivating the cultural awareness, and promoting intercultural communication between English and Chinese.

Key words: Contrastive pragmatic study, Politeness, Cultural values, Intercultural communication

1. Introduction

Politeness has been given different definitions by different scholars. Leech (1983:82) sees politeness as regulative factor in interaction in order to maintain "the social equilibrium and the friendly relation". Brown and Levinson (1987) view politeness as redressive action taken to counter-balance the disruptive effect of face-threatening acts. Richards et al. (2000:222) define linguistic politeness in two ways: "(a) how languages express the SOCIAL DISTANCE between speakers and their different ROLE RELATIONSHIPS; (b) how face-work, that is, the attempt to establish, maintain, and save face during conversation, is carried out in a speech community." Yule maintains that politeness is "a system of interpersonal relations designed to facilitate interaction by minimizing the potential for conflict and confrontation inherent in all human interchange" (Richards et al, 2000:106) While He Zhaoxiong (1995:2), holds that politeness can be understood as a social phenomenon, a means to achieve good interpersonal relationships, and a norm imposed by social conventions, and therefore politeness is phenomenal, instrumental and normative by nature.

The above discussion confirms the universal feature of politeness. That is, the notion of politeness held by speakers of all languages and members of all cultures; it can be observed in all human interaction. However, there exist the differences in defining politeness. This difference is due to different cultural backgrounds between the Western and Chinese researchers. Namely, politeness bears strong cultural characteristics since the value orientations of a culture exert critical influence on its members' attitudes and speech acts.

By virtue of the above analysis, this thesis argues that politeness is not only a pragmatic phenomenon but also a socio-cultural one. In this thesis, the author tends to examine the features of politeness and its realizations and account for their similarities and more for their differences in English and Chinese from a intercultural perspective

This thesis, based upon some previous insights from sociolinguistics, pragmatics, especially intercultural pragmatics, is to 1) make a survey of the previous studies of politeness both at home and abroad; 2) investigate the interrelationship between politeness and cultural value orientations in English and Chinese; and 3) raise our awareness of cultural differences.

2. Theoretical Underpinnings for the Research

2.1 Paramount Studies of Politeness in the West

The two most influential politeness theories encompass Leech's PP and Brown and Levinson' FT. The two theories share the same theoretical basis, Grice's Cooperative Principle (CP)

2.1.1 Leech's Politeness Principle

As a necessary complement of Gricean CP, politeness is seen as a pragmatic phenomenon and one of the reasons for the non-observation of the CP. The following part shows Leech's framework of PP.

1) TACT MAXIM (in impositives and commissives)

(a) Minimize cost to *other* [(b) Maximize benefit to *other*]

2) GENEROSITY MAXIM (in impositives and commissives)

(a) Minimize benefit to *self* [(b) Maximize cost to *self*]

3) APPROBATION MAXIM (in expressives and assertives)

(a) Minimize dispraise of *other* [(b) Maximize praise of *other*]

4) MODESTY MAXIM (in expressives and assertives)

(a) Minimize praise of *self* [(b) Maximize dispraise of *self*]

5) AGREEMENT MAXIM (in assertives)

(a) Minimize disagreement between *self* and *other*

[(b) Maximize agreement between *self* and *other*]

6) SYMPATHY MAXIM (in assertives)

(a) Minimize antipathy between *self* and *other*

[(b) Maximize sympathy between *self* and *other*]

(Leech 1983:132)

In the light of PP, Leech suggests that "politeness is focused more strongly on other than on self" (Leech 1983:133). And he states that within each maxim, sub-maxim (a) is more important than (b), which illustrates a mire general law that negative politeness (avoidance of discord) is more important than positive politeness(seeking concord) (Leech 1983:133). However, all these assumptions seem to be culturally dependent. Fro instance, Chinese cultural values the modesty maxim most while Western cultural stresses the tact maxim most.

2.1.2 Brown and Levinson's FT

At present the most influential politeness model is Brown and Levinson's FT. The notion of "face", adopted from Goffman, is central to Brown and Levinson' politeness theory. In their theory, Brown and Levinson define "face" as an "individual's self-esteem" or "the public self-image that every member wants to claim for himself"(1987:60). And they distinguish two aspects of "face", "negative face" and "positive face". The former is a person's desire to be unimpeded by others, to be free to act; the latter is a person's wish to be liked or approved of (B&L 1987:61-62). According to them, most speech acts are "face threatening acts"(FATs), as they intrinsically threaten the face needs of hearer and speaker and thus require softening.

3 English and Chinese Politeness: Intercultural Contrast

Speakers of different languages and members of different cultures all try to observe and maintain politeness, which is conceptualized as a social phenomenon, a communicative strategy and a prescriptive norm imposed by the particular social conventions. Thus, this section aims to discuss the differences between English and Chinese politeness.

3.1Modesty vs. Self-denigration

As is known, modesty is a way to show politeness. But how people in different cultures observe modesty is largely a matter of degree. Chinese equivalent of "modesty" is *qianxu*, whose cultural connotation is quite different from that of the word in English culture in many ways. Chinese *qianxu* involves putting down oneself and elevating others while "modesty" as Leech's PP puts, is to avoid self-praise; Chinese *qianxu* remains at the core of Chinese politeness while "modesty" is not so valued by English speakers; *qianxu* is regarded as a virtue of self-cultivation, which serves as the foundation on which Chinese politeness is built whereas "modesty" functions as a strategy of minimizing self-praise (Hu 1999:348-349). In this light, assertiveness and non-assertiveness in English culture and Chinese culture respectively are best displayed, which can easily be seen from different attitudes toward the act of being complimented. When being complimented, English people tend to frankly accept the compliment, generally with a remark like "Thank you" to show his/her acknowledgement of self-worth and achievement as well as his/her appreciation of the compliment. By contrast, Chinese speakers customarily try to deny the truth of the praise by saying something like "*Nali*, *nali*, *ni guojiang le*."(Oh, it's nothing! You are flattering me), or claiming that s/he is not worthy of the compliment, that what s/he has done is far from enough or that the success is merely a matter of luck. As Deng Yanchang and Liu Ruiqing note, such different reactions stem from their different cultural assumptions and values: in English culture, it is generally assumed that the praise is sincere and/or the praise is for some not unworthy achievement or something else, thus, there should be no show of false humility or no pretended modesty; however, to Chinese, acceptance of a praise will be assumed to be self-conceited or lack of good manners (Deng &Liu 2003:2). Moreover, English culture values individualism, which give prominence to personal achievements, qualities and individual wants, hence, it is justified for English speakers to acknowledge their self-worth, while Chinese culture highlights collectivism which gives precedence to group achievements, so it is natural for Chinese people to minimize their personal success. By their own cultural norms, both English speakers and Chinese people are being modest and behaving properly. The English speaker is being polite to the extent that he observes the agreement maxim rather than the modesty one. And thus, he accepts the compliment with an appreciation so as to avoid hurting the complimenter's positive face. However, the Chinese speaker is showing modesty by denigrating himself and "will go to such lengths as to underrate what he himself has achieved and deny the truth of a complimentary remark" (He 1995:7). The following most cited examples can illustrate this point well:

(1) Foreign guest: You've done a good job.

Chinese attendant: No, there are many defects.

(Wang Jianhua 1998:20)

(2) Foreign teacher: Your handwriting is beautiful!

Chinese student: No, no, not at all. You're joking.

(He Ziran 1988:96)

Besides, the case of introduction can very well serve the purpose to illustrate the different connotations of "modesty" and *qianxu*. To English people, they tend to self-introduce to start with their own name rather than ask the other party's name whereas this similar situation demands mutual introduction among Chinese speakers, in other words, the Chinese tend to introduce each other by getting to know each other's names, particularly surnames. In this case, Chinese people often use a popular "prefix" *gui* (precious), denoting "honorable, esteemed" to refer to their interlocutor's surname, whereas in mentioning their own surname, they usually remove *gui* (*miangui*). In modem Chinese, the following is a typical interaction of mutual introduction:

(3) A: *Nin gui xing*? (Your honorable surname?)

B: *Wo xing Zhang.* (My surname is Zhang.)

A: *Nin gui xing*? (And your honorable surname?)

B: *Wo xing Deng*. (My surname is Deng.)

From the above discussion, we can say that the English practice might be motivated by the desire of avoiding potential face threat while the Chinese way is very likely to be subject to the tradition of self-denigration: to take the first chance to elevate the other and at the same time, downplay the self, which is decided by the non-assertive norm of Chinese politeness. Moreover, in comparison with English, Chinese has much more elaborate "polite" expressions-terms of respect (honorifics) or humility in accordance with Chinese modesty, to list a few here to illustrate this point: *linzun* (your father), *fushang* (your home), *dazuo* (your work); *jiayan* (my father), *hanshe* (my home), *zhuowen* (my work). Though some of them have become out-of-date, some are still used mainly among older, educated people. But English has no such special expressions. "You is you, me is me, no matter what the other person's age, rank or position." (Deng & Liu 2003:95).

To sum up, "modesty" in English culture stresses other-elevating, but not necessarily and very rarely self-denigrating whereas Chinese "modesty" emphasizes both self-denigrating and other-elevating, but with a more stress on self-denigrating. To denigrate the self is aimed to show respect to the other. Chinese modesty or more precisely self-denigration, encompassing respectfulness and humility has long been a well-established tradition and a highly valued virtue in Chinese culture. It has been at the core of the Chinese notion of politeness for more than two thousand years (He 1995: 4).

3.2 Privacy vs. Mutual Care

Privacy is valued in all cultures but it is more highly regarded in English culture than in Chinese culture. As a result of the differences between English culture characterized by individualism and Chinese culture characterized by collectivism, the perceptions of "privacy" in the two cultures are quite different. What is considered as a polite act in Chinese culture might be viewed as an intrusion upon one's privacy by English speakers. Chinese culture attaches great importance to human feelings and interpersonal relationships. According to Chinese conventions, to show mutual care and "attitudinal warmth" for others is considered as polite behavior. Therefore, it is customary that Chinese people initiate their conversation by asking about each other's age, marital status, occupation and even income when they meet each other even for the first time. To Chinese, asking all these questions is undertaken to show concern for others and will shorten the social distance between themselves and their interlocutors. Thus, harmonious relationship is maintained. But this conflicts with the English conception of individual privacy. If English speakers are asked such questions, they will simply feel that their interlocutors are rudely intruding upon their privacy. Their sense of privacy is so strong that they are easily offended by such common Chinese greetings as "Where are you going?" or "Where have you been?" In this case, the natural response of most English speakers is most likely to be "It is none of your business!" (Deng & Liu 2003:29).

The Chinese practice, which they engage in "phatic communion" or "small talks" by asking such "personal" questions as one's family life and work before formal conversation, does not mean that Chinese people have no privacy, but implies that their conception of privacy is quite different from that in English culture. In Chinese culture, the connotation of privacy is not as wide as it is in

English culture since the English notion of privacy is related to one's everything and is sacred and inviolable. Rather, Chinese privacy denotes one's personal "bad things" in that their exposition to others will cause the loss of one's self-esteem. Hence, we can say that the Chinese conception of privacy penetrates a value of a sort and that it not just refers to one's personal things, but also belongs to one's in-group, say, the family, as the famous Chinese saying goes: "Domestic shame should not be made public".

Indeed, for Chinese, the things concerning one's privacy are relatively much fewer than the Westerners'. However, as reform and opening up in China have been pushed forward and Western culture has been imported and assimilated, the Chinese concept of privacy is changing. Those, which were not taken as one's privacy in the past, are gradually regarded as privacy, including age (of young ladies), income and marriage. In this sense, Chinese privacy is somewhat similar to the Westerners'. But in a strict sense, they are quite different.

3.3 Face vs. Lian/Mianzi

Although face is a universal phenomenon, as Brown and Levinson claim, how we frame the meaning of face and how we enact face-work are culture-specific. In English culture, face is an individual's public self-image, which is centered on the individual dimension of face. The self is the prime constituent informing the content of English "face" with positive and negative aspects (B. & L. 1987:60). It only attends to the individual's wants and desires, and it is public only to the extent that it depends on the negotiation with the other party and on the maintenance of the other's face. This self-image constantly predetermines the communicational behavior of the individual. In interactions the individual appropriates the public to preserve his/her own interests (B. & L. 1987:60-61). In contrast, Chinese face comprises *lian* and ***mianzi*.** According to Li Yi, *lian* refers to "the respect of the group for a man with a good moral reputation", which reflects "the confidence of society in the integrity of ego's moral character" while *mianzi* stands for one's prestige or reputation that is achieved through getting on in life or ascribed by other members of one's own community". Thus, we can say that both *lian* and *mianzi* are "associated with reputable, respectable images that individuals can appropriate from their communities" (Li 2001:18-19). To maintain one's face in Chinese culture is to perform a communal act in accordance with his/her relations with others. In this sense, Chinese face encodes an individual's reputable image, which is closely linked with the community's view, judgment and perception of the individual's character and behavior. It emphasizes the communal aspect of face and the harmony of individual conduct with the community's view and judgment (Li 2001:20).

On the other hand, English face is self-oriented. That is, in communication English speakers care for their own image so long as their acts do not threaten others' face wants, and thus, as Gudykunst & Mody (2002) point out, they tend to use "self-oriented face-saving strategies like dominating to protect-self interests". In addition, they tend to employ face-work behaviors that are "low-context and direct, emphasize self-face, and reflect individual goals", whereas Chinese face is other-oriented. In other words, the Chinese are more concerned with others' needs and try to attend to others' face wants. Thus, they tend to use "other-oriented face-saving strategies", which are characterized by "avoiding, integrating and obliging to maintain relational harmony". Their face-work behaviors are "high-context and indirect, support the other's face, and preserve relational and network harmony" (Gudykunst & Mody 2002:155).

Therefore, we can say that "face" in English culture is taken as personal desires, the claimed sense of self-worth, focusing on individual independence and freedom while "face" in Chinese culture with *lian* or *mianzi* as its equivalents, means the bestowed social capital, emphasizing harmony between personal identity and integrity with others' and the communal values. Though the Chinese notion of face is different in content from the English one, both notions serve as the key to understanding the concept of politeness in their respective cultures. To be polite in English is very often to mitigate or avoid FTAs so as to preserve one's own face, whereas to be polite in Chinese is "in many respects to know how to attend to each other's *mianzi* and *lian* and to enact speech acts accordingly" (Li 2001: 20).

4. Conclusion

In conclusion, people's communication behaviors are the logical extensions of their internalized cultural values and norms. The observed differences in English culture and Chinese culture reflect differences in the conception and realization of politeness rather than differences in the degree of politeness. In other words, the major difference concerning English and Chinese politeness is a matter of orientation rather than degree-more negative politeness orientation in English culture and more positive politeness orientation in Chinese culture. This relates to the key cultural value orientation, individualism-collectivism, which accounts for the fact that, unlike English native speakers, the Chinese attach great importance to the in-group/out-group distinction and apply different specific communication strategies accordingly. It is hoped that this thesis can give the reader a better understanding of politeness in the two languages, English and Chinese. The implications of this study will be expected to, in a very modest way, contribute to raising our intercultural awareness, developing learners' communicative competence and enjoying successful and effective intercultural communication. Since the scope and content of politeness are ever-changing, further research and more explorations need to be done on the issue of politeness, especially, the intercultural differences.

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Qantas Worth 30% More than Buyout Bid

Robert Fenner

Bloomberg, May 25, 2007

Shares of Qantas Airways Ltd., Australia's biggest airline, may be worth 30 percent more than the value of a failed Macquarie Bank Ltd.-led buyout, according to analysts at the bank's broking arm. Analysts at Australia's largest securities firm resumed coverage of Qantas with an "outperform" rating and said today the stock may rise to A$7.05 in a year, compared with the A$5.45 a share, or A$11.1 billion ($9 billion), bid that failed this month. Sydney-based Qantas's stock closed at a record A$5.66.

Macquarie is the fifth firm to raise its rating on Qantas since the bid, supported by the airline's board, failed costing Chairwoman Margaret Jackson her job. Investors are re-rating the stock as Chief Executive Officer Geoff Dixon this week said the airline is benefiting from "favorable" conditions and may return cash to investors. Shareholders who rejected the offer have "obviously been vindicated," said Tom Elliott, managing director of hedge fund MM&E Capital Ltd. in Melbourne, which manages the equivalent of $200 million. "The rise in the share price makes the board look pretty stupid for backing the bid." Qantas, which raised profit forecasts twice since its board recommended the bid in December, may return at least A$2 billion to investors by spinning off assets, the Macquarie analysts said.

'Sweet Spot'

"Qantas and indeed the industry are in a sweet spot, which is set to continue," they said in the report today. "Qantas operates a strong franchise and is well placed." Analysts at Credit Suisse Group, Merrill Lynch & Co., UBS AG and Goldman Sachs JBWere have also given their highest recommendation on the stock. Qantas shares rose 20 cents, or 3.7 percent, to A$5.66 at the 4:10 p.m. close of trading in Sydney.

Simon Rushton, a spokesman for Qantas, and Lisa Jamieson, a spokeswoman for Sydney-based Macquarie, didn't return calls seeking comment. Dixon has been meeting with employees, investors and analysts this week to ease strains after the buyout was rejected. Jackson, who said investors had a "mental problem" if they thought the stock wouldn't fall on a failed bid, last week said she will quit the board. Qantas will consider returning capital to shareholders via a special dividend, a share buy-back or splitting up the company, Dixon said yesterday without elaborating.

Asian Expansion

The airline will review the ownership of its loyalty program, which has 4.9 million members, Dixon said. The unit counts one in four Australians as a member and makes money by selling air miles to banks, credit card companies and retailers to use as a reward to customers. "The company is now going to pursue a similar strategy that it would have under private equity: spinning off assets, increasing debt," MM&E Capital's Elliott said.

Qantas plans to create an Asia-Pacific freight company, and is finalizing a small acquisition in Asia, according to a slide presentation lodged with the stock exchange. The airline is also interested in further acquisitions throughout Asia, particularly as it seeks to expand its low-cost carrier Jetstar in markets such as Indonesia, Thailand and the Philippines, Dixon said.

Qantas has 67 percent of the Australian air travel market and Jetstar, which was started to compete with Virgin Blue Holdings Ltd., has 15 percent market share. "Loads and pricing are high and Qantas' superior franchise and two brand strategy have positioned it to capitalize on the strong capacity growth," the Macquarie analysts said.

Traffic Growth

Global airline passenger traffic, measured as the number of passengers multiplied by the distance flown, will rise 5 percent this year, and cargo traffic will increase about 4.9 percent, the Geneva- and Montreal-based International Air Transport Association said April 4.

Australia's economy is in its 16th straight year of growth and the jobless rate has fallen to a 31-year low, giving more people more to spend on holidays and travel. Qantas increased its earnings forecast twice after the board endorsed the buyout, saying pretax profit may almost double to A$1.23 billion in fiscal 2008, from A$671 million in the 12 months ended June 30, 2006, as it fills more seats.

The airline had paying passengers occupying 80.7 percent of available seats in March, up from 75.1 percent a year earlier, as it focused plans on its more popular routes. "We see the demand profile for Qantas, coupled with the shortage of capacity growth, as supporting increased levels of profitability for the next 12 months," Anthony Moulder, an analyst at Credit Suisse in Sydney, said today.

Moulder raised his rating on the stock to "outperform" from "neutral" today with a share price target of A$6.32. The buyout group, which also included Sydney-based Allco Finance Group and Canada's and Onex Corp., planned to increase Qantas's debt to return A$4 billion to shareholders within a year of taking control. Qantas had A$3.18 billion cash at Dec. 31 and total debt of almost A$7.5 billion, according to Standard & Poor's.

Thinking on Key Issues in the Development of Higher Vocational Education

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Abstract

Based on the thinking about the establishment of a large educational concept, the implementation of “two-certificate” system, the training of “Double –Professional title teacher staff and some other issues in the development of the vocational and technical education personnel training mode, this paper discusses the issues about their content, significance and the full understanding of them in the new situation in order to promote the healthy development of higher vocational education.

Keywords: Higher vocational education; Personnel training mode; Double certificate; Double professional qualifications

To adapt to the demands for application-oriented talents in the socialist modernization Construction, Higher Vocational Education, through hard exploration and practice, has gained preliminary experience, such as: we gradually explore the guiding ideology and the school system with the characteristics of vocational and technical education schools. we have launched the comprehensive construction of a system of “double professional title teachers and “two certificate” students. We have implemented the personnel training mode which centers on the vocational ability to enhance the qualification education. We have opened the entrance channel to enroll students from the Secondary Vocational Technical College. We have established the communication and convergence between the regular higher education and higher vocational education. But it is necessary to further enhance the understanding and the in-depth discussion about the development strategies on the higher vocational education gearing to the new century, and to continually improve the development strategies in order that the higher vocational education can develop on the right track with high quality, high efficiency and distinctive features.

1. Fostering a large-system education concept to train higher application-oriented professionals

To meet the challenges of the new century and to comprehensively enhance the students’ qualification education, the development of higher vocational education needs the involvement of all society. Therefore, to develop higher vocation education, it is necessary to foster a large-system education concept. The higher education system is the major subsystem of the whole social system and the core of the economy-based social system. The general higher education and the higher vocational education are the two intersecting and complementary subsystems in the core system. In the era of knowledge economy, the core system is necessarily the momentum of the forward development of the overall social system and the entire social system has to operate on the core system consisting of the general higher education and the higher vocational education. Currently, the development of the higher vocational education has obviously lagged behind that of the general higher education, which has seriously affected the transferring speed from science and technology to productive forces. Therefore, in the entire social system, all the resources available for the development of the higher vocational education (talents, funds, equipments, training and practice fields etc.) should become the normal teaching conditions and means of the higher vocational colleges. We must continuously promote the improvement and development of the higher vocational education through the interaction within the entire social system. To guarantee the sustainable and healthy development of the higher vocational education, we must upgrade the sense of quality, change the concept of input, and remodel the criteria of evaluation.

2. Completely updating the awareness of the higher vocational education quality

Objectively speaking, our county’s higher vocational education is sponsored for a short time and lack of the teaching conditions and experience; Subjectively speaking, many people despise the vocational education, and especially in the circumstances of college’s expanding enrollment, they are more concerned about the quality of the higher vocational education. Therefore, we must thoroughly update the awareness of the higher vocational education quality and establish new evaluation standards.

How to treat the quality of the higher vocational education and especially the quality after the college's expanding enrollment? We should dialectically understand the issue from three aspects:

Firstly, assess the quality of the higher vocational education from the needs of the whole community. Expanding enrollment will inevitably lead to the result that some candidates of lower scores are recruited, but this is only a partial problem. In a perspective view, the candidates of high scores still accounted for over 80%, and we are able to ensure the overall level of quality if we strictly control the education quality of the candidates with lower scores, "slow students" who accounted for about 20%. This is not only able to guarantee the quality level of those normally-enrolled students, but also to cultivate more talents and improve the whole quality of our nation, which is also in line with the international trend. Therefore, we should evaluate the quality of the higher vocational education from the demands of the whole community for continuously improving the quality of the whole nation.

Secondly, treat the quality of the higher vocational education in a dynamic view. The development of the higher vocational education needs expanding enrollment, meanwhile the temporarily insufficient equipments and teacher resources may lead to poor quality. But in the long run, if the scale is developed, coupled with scientific management, it will have huge benefits, which leads to the magnification of teaching inputs, in turn, it will promote the improvements of the teaching quality. Therefore we should treat the quality of the higher vocational education in a view of development, dynamic, and comprehension.

Thirdly, measure the quality of higher educational education from the perspective of practical application. We need an objective standard to evaluate the quality of higher vocational education. Evaluation of different things is bound to have different standards. The different training goals between the higher vocational education and the general higher education should lead to different quality evaluation standards. The evaluation of the students in higher vocational schools depend on their structure of knowledge, theories of subjects, and their abilities of transferring the scientific and technical achievements into productive forces. At present, our county's general higher colleges, especially the famous universities produce very small amounts of students. The undergraduates and postgraduates, elites of the college students, are far from satisfying the community's demands for qualified personnel. Therefore, we should inspect the qualification of higher vocational education from the view of practical application.

3. Fundamentally changing the concepts of higher vocational education inputs

In order to expand the size of higher vocational schools, we must have the most basic conditions for running schools. When the state and local governments input insufficient funds, we should use all available channels to raise money to expand the size of higher vocational colleges. In particular, the construction of logistical facilities should absorb all social investment funds to complete the structure of education system and to strengthen the functions of education. We should advocate and implement the socialization of logistical services in order that we can completely solve the "bottleneck" problems. Then the funds can be saved for the teaching equipments, the improvements and construction of practice bases, and the purchase of library materials. Only in this way can we ensure the scale, efficiency, and quality of the higher vocational education and form the virtuous circulation.

4. Rebuild the evaluation criteria of vocational education conditions

Vocational education can not only develop the teaching conditions in the education system, but it also must be placed in the overall social system, adhering to the principles of advantages complement and resources sharing and making full use of the education resources in the entire social system as the an important parameters to evaluate the means of the higher vocational education. This will help our country to do a great education, to break the traditional school patterns, and to cultivate the students' initiative spirits and entrepreneurial skills to serve the economic developments. Therefore, the assessment of teaching conditions of the higher vocational education mainly lies in whether the students have made use of the proper teaching software and hardware, but it doesn't matter whether the hardware belongs to the school or not.

5. Fully understand and implement the system of "two certificates" or "multiple certificates"

Practice has improved that implementing the system of "two certificates" or "multiple certificates" helps to upgrade the students' comprehensive qualification, abilities, and the competition for employment. From 1993, our college has launched full implementation of the "two certificate" system. But the grades of the students' certificates are at a relatively low level and far from satisfying the demands of the employers and the knowledge-based era for the qualifications of application-oriented personnel. Here we only take the National Computer Rank Examination as an example, large numbers of students only can achieve the certificates of level one or two but rarely the high-level certificates. This will certainly affect the quality of personnel training in college. More importantly, this will also affect the image of higher vocational schools.

Based on the high school education, our higher vocational education cultivates the high application-oriented personnel with the comprehensive vocational abilities and qualifications for the production, management, and service lines. It is equivalent to the LEVEL5B of International Educational Standard Classification presented by the UNESCO. Not only the certificates of the high college graduates should meet this standard, but the "two certificates" or "multi-certificate" should meet with the relevant standards. Currently, students in vocational colleges should receive a vocational qualification certificates which only the students accessing to high school education can achieve. Then it is worthy the name of "two certificates" or "multiple certificates". Therefore, our higher vocational colleges should develop corresponding institution, and meanwhile our state labor department and personnel department should also develop the eligibility criteria in line with the standard of LEVEL5B and clarify the standards in the original standard ratings that reach the LEVEL5B so that the students in higher vocational colleges clearly know how to achieve the "two certificates" or "multiple certificates". This is also in line with the international requirements.

6. Develop the teacher group of "double teacher" in light of the actual

Teachers group is the key to the realization of higher vocational education programs and is also the key to the characteristics of higher vocational education. In the process of developing teacher group of "double teacher", some higher vocational college has advertised for a number of personnel as professional teachers to enrich the teacher group, which has played a positive role in developing the teacher group and improving the education quality in higher vocational colleges. In the long run, we should enhance our understanding of this approach in light of the actual situation of our county's higher vocational education.

1). "Double--professional qualification teachers" is not only the requirement for the teacher group but for the teaching means to reach the personnel training aims, that is, the students of higher vocational college approach the requirements of training aims through accepting the "double teachers" education. This can be completely accomplished by learning, experimenting, and practicing the expertise. This can not be accomplished by an individual "double teacher" teacher who has mastered both theories and practice, but by the whole group of "double teachers" teachers of a higher vocational college.

2). With the rising of young teachers' professional theory level, the continual emerging of new jobs, and the advancing of technology in these jobs, it is relatively more difficult for these young teachers to reach the "double teachers" requirements in their professions. But students can fully accept the "double teachers" education through learning theories and practicing in the practice field.

3.in the provincial colleges, it is not realistic to require the teachers to be both a "lecturer" and "engineer". (accountant, economist and etc.) These teachers are only reaching the requirements of lecturers in title assessment, and far from the requirements of engineers. But this can be made up by constructing the training base and hiring the teachers who have reached the requirements of engineers. Therefore, we have to construct and perfect the training base, and improve the quality and professions of both the teachers in the courses and the instructors in the training bases so that the students can actually accept the "double teachers" education.

In short, nowadays in the study of the model of vocational personnel training, it is necessary to further reflect on the content, extension of these key issues in light of the new situations and the new requirements so that the higher vocational education can have a healthy development.

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A Probe into the Simplicity in Signs Design

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Abstract

Signs are kind of mass communication symbols. They express and transfer certain meanings by simple and clear forms, depending on people's abilities of denotation identification and imagination. Signs design can convey information by simple and clear visual figures to direct, notice and warn people. This paper discusses the novel thinking of simplicity in modern signs design from figures, creative Chinese characters and freehand brushworks aspects. It concludes that the simplicity and clearness is better than complex in modern signs design as a universal principle.

Keywords: Signs, Simplicity, Simplicity and clearness, Figure, Freehand brushworks

Introduction

Rapid development of science and technology, social mass production and commercial economy, improvement of people's daily life and higher demand for luxury consumption have contributed to the transformation of social life from a simple and stable state to a complex and changeable state, which has changed the people's taste and has speeded up their life. As a result, the competition in every walk of life has turned into a contest for more attention. Therefore, a fast identification has become more important. Both entrepreneurs and designers have realized the rule of "simplicity is equal to beauty and less is equal to more". Gradually, the forms of signs design have been changed from being complicated to being pure, simple and clear, from being grave to being flexible, elegant, stretching and straight. Most simplified figures are widely applied to modern signs design.

Understanding of the simplicity in signs design

Here the simplicity is short for simplicity and clearness. The so-called simplicity refers to be simple and eye-catching. The so-called clearness refers to clear and exact. Simplicity and clearness are not equal to be simple. A simple form with rich contents is the sublimation of simplicity. One of the most difficult tasks is to design a simple and clear sign with beauty. In fact, no matter inside or outside the signs are in a process of from simplicity to complex and from complex to simplicity.

"Easy to be identified" is one of principles in signs design, which determines that the form of signs design must be simple and clear as much as possible. A successful work of signs design should be characterized with not only aesthetic beauty but also simple and clear art figures, expressing certain meanings precisely. Any useless figures, denotations, characters, colors and non-essential features must be excluded completely from the design. If a design can be finished with a sole expression, don't apply two into the design. If one dot, one line, one aspect and one color are acceptable, don't add more.

Take a Japanese company, Mitsubishi's sign for example (figure 1). It is a combination of Iwasaki family's sign and another family sign. The three lozenges in the mark represent three diamonds, which stand for Mitsubishi's three principles, common responsibilities for society, honesty and fairness, improving international understanding by trade. Mitsubishi's sign is not only meaningful but also simple and clear and easy to remember. Once people look at the combination of three lozenges, they will link them with Mitsubishi Motors Corporation.

The expression of simplicity in signs design

From the philosophical aspect, contents decide forms and forms serve contents. They are unity of oppositeness. In signs design, we should determine the forms based on contents. Undoubtedly, simple and clear design elements, unadorned words, and natural expression are eternal in signs design.

Chinese characters

Along with the constantly deepening communication of global economy and culture, signs design of Chinese characters are meeting for the international trends by combining Chinese traditional arts with western modern aesthetics to form simple, clear and meaningful signs in accord with the law of form.

The Book of Changes has said: "if God bless you, everything will be all right". Confucius has said: "bless means help. The one with God's help will role his hoop". Chinese believe in God's potential super power, that is the law of nature. The construction of Chinese characters reflects the profound philosophical meanings in nature. At the early stage of Chinese characters (before Western Zhou), the pictographic characters indicated a trend toward easy calligraphy and identification. Therefore, in contrast with other nations' letters, Chinese characters are direct, simple, clear and precise in expression. All these features contribute to the advantages of Chinese characters in signs design. Firstly, Chinese characters are based on pictography, using simple strokes to imitate matters in nature. In all ages, although Chinese characters have experienced thousands of years' development and evolvement, the pictographic feature does not change. Besides the strokes become simple and the calligraphy more abstract, which are similar to modern signs design that is to express inner information through specific, visual, simple, and clear images. Secondly, Chinese characters combine forms and meanings. One Chinese character can express certain meanings by its form. Sometimes, it can represent one or more meanings, such as identification, description, taste and so on. People can know what it means as noticing Chinese characters. The capability of transmitting a clear and precise visual meaning is the nature of Chinese characters. It is impossible for Latin to accomplish this function. In ancient China, certain design forms by traditional visual denotation focused on Chinese characters have existed, such as camouflages and marks. Finally, the square shape of Chinese characters is creative and serves as a living sample that reflects Chinese history. Its national characteristics are in accord with the uniqueness and denotative features of signs design.

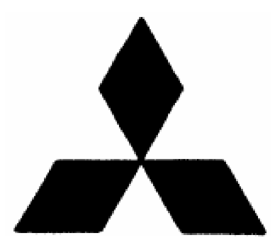

Figure 1. Mitsubishi's sign

Figure 2. The "goat" in oracle-bone inscription

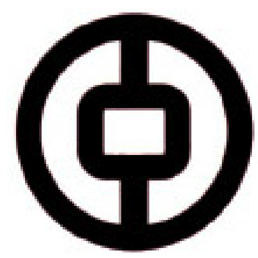

Figure 3. Bank of China

For example, the word "goat" in oracle-bone inscription is the simplified figure of a goat's head (figure 2). The shape of this character specially stresses the flex angles of a goat. Everyone knows it means a goat but not any other animal. The word "goat" in oracle-bone inscription can mirror the actual features of the goat by its simple shape. In the aspect of innovation method, it is not only a most simple and economical method, but also an abstract method with modern dialectical thinking, which is in accord with the modern signs design principle, "extreme simple arts", to a great degree.

The sign design for Bank of China is another successful example (figure 3). By integrating an ancient cash's bore with red line to form a simple shape of "middle" (the meaning of a Chinese word), the sign exerts a strong impact on people's sight. It successfully transfers the themes of Chinese capital, services of bank and internationalization. The whole sign is like two locked doors, indicating the idea of safety and credit.

Signs design with Chinese characters should grasp the essence of beauty, ensuring the form of denotation in accord with the common sense of human being. By obeying the law of form, signs design with Chinese characters can constitute a powerful sense of adorning beauty. The shape should be simple, clear and in good taste. Simplicity is not inanition and richness not intricacy. Simplicity but with rich meanings and changes, complex but pursue simplicity.

Abstract graphics

As a kind of design denotation in visual space design, the abstract graphics can help to transfer cultures and ideas between nations, corporations and parties, which are similar to the effects of characters. Due to influences of modern design theories, signs design has emphasized a style of geometry and mechanism beauty, pursuing simplicity, unity and clearness since its birth. Simplicity can produce a sense of clearness, directness and stimulation in sight. It is easy to be noticed, recognized and remembered. By observing the natural world, designers think over the world with a new thinking method and try to understand it and make innovation. It is a basic idea of abstract thought. The abstract thinking in modern visual arts is originated from Cezanne's abstracting natural things into geometric graphics. Artists begin to investigate into things' shapes, volumes, inner structures, colors, qualities and textures. All complex configurations can be simplified into certain basic states. By separating, connecting, reducing and repositioning, all natural things can be changed into new forms (theories of plane composition). All these factors can bring about a new opportunity for modern signs design.

The signs generated by abstract thinking can reflect feelings and ideas all the more than abstract thinking, and more simple and powerful than vivid signs. They can exert a great impact on sight and easy to spread abroad, keeping up with the space of information society. The abstract signs have an extended meaning with more spaces for imagination. They can indicate sorts of things and meanings at the same time and can be modified along with the development of corporations. However, the more abstract the signs are, the more the uncertain factors are in them. In order to express relatively established contents, corporations should keep in enhancing the contents and features of signs in practice, cultivating them as symbols of certain cultures and giving them lives.

We can research the signs expression through the differences between oriental thinking and western thinking. Chinese consciousness of abstract taste differs from western. Under the influences of traditional thinking, the shapes and forms in Chinese signs are more exaggerated and distorted, generating a sense of secret, deep, dream, far away. While under the influences of western thinking, the shapes and forms in western signs are more simple, clear, general and abstract. As far as the shape elements in signs design are concerned, there are also differences. Take the application of lines for example. Due to the influences of traditional painting and calligraphy, Chinese tend to use lines freely, expressing the spirit of freedom by changes of lines. It shows a sensitive thinking model. But western use lines more rational. Differences in thinking and consciousness of taste bring about different styles in design, which make signs design to reflect infinite spirits and culture.

The sign of Olympic Games is five interlaced rings which can generate a sense of unity (figure 4). It may be single color or five colors, namely blue, yellow, black, green and red. Initially, it is said that five colors stand for colors of each national flag. Later, the five colors are symbols of five continents, standing for the union of five continents, all athletes meeting in Olympic Games with friendly and fairness spirits. This sign transfer an Olympic idea of mutual cooperation and union.

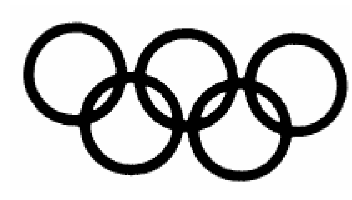

Figure 4. The five rings sign of Olympic Games

Freehand brushworks

Due to the common awakening of humanism spirits, the postmodernism philosophy springs up gradually. Abstract mechanism designs can not reflect the diversity of regions, corporate cultures, human and personalities, which block the affiliation between corporations and people to a great degree. The postmodernism stresses humanism and pleasure sense and discard blankness and empty, which influences the direction of designs. The postmodernism signs design can complement the shortages of modernism. Comparing with modernism's simplicity, clearness and ration, postmodernism signs design is back to humanism, emphasizing signs' appetency. Its graphics and figures are not only simple and clear but also unique, containing rich meanings and generating a sense of kindness in sight and feelings.

For example, oriental signs design is affected deeply by Chinese painting, being good at "simple drawing" and pursuing "meanings and spirits" in stead of "panorama". In other words, it is broken lines but joint meanings. These advantages are derived from effects of traditional cultures and thoughts. By unifying visual forms and actual things, it reflects the unique emotional pursuit of eastern, namely the artistic conception. If a design possesses kind of artistic conception, it will bear a charm of uncertainty, showing a rhythm beauty in moving. To transfer static visual art toward dynamic expression art and to add rich imagination into design is the top aesthetic ideal of oriental art. By this way, the design can inspire more things and more subjective imaginations in people. A simple, clear, and powerful design will arouse a sense of relax feelings in appreciators and bring about a sense of extensive visual pleasure for them.

Figure 5. The emblem of Beijing Olympics

Under the background of Chinese culture, the Olympic emblem "China seal, dancing Beijing" (figure 5) serves as a referent example for us. Take China seal as a carrier, this emblem combines Chinese traditional seal and calligraphy with sports to form a moving figure running forward and dancing to welcome victory by exaggerated and distorted designs. The shape of moving figure is similar to the Chinese character “Jing”, containing a strong sense of Chinese culture. This emblem also stands for an open state of Beijing who welcomes all athletes and people to Beijing, expressing the city’s passion and sincerity and conveying the ideas and spirits of Olympics. The moving figure in the seal is strong, soft and kind, not only containing Chinese traditional culture, but also reflecting the Olympic spirits, “faster, higher, stronger”, and the athlete-oriented Olympic principle. Besides, the standard font design of city and year is novel and unique. Chinese characters “China seal, dancing Beijing” follow the style of Han dynasty, showing a prominent interest of running hand. By blending these Chinese characters into the English words “Beijing 2008”, the whole emblem is natural, simple, clear, precise, and flow with the moving figure and Olympic rings.

Such as the “athlete of new century” emblem in Sydney Olympics (figure 6), from this image we can notice that the combination of opera house’s freehand brushwork and aborigines’ throwing dart shape can express multiple meanings. The outline curve of Sydney opera house stands for a torch. And the sun, rocks and aborigines’ conventional tools form a figure of athlete running with an Olympic torch. This emblem is simple, clear and precise, transferring the uniqueness of Australian original culture and satisfying people’s needs for humanity.

Conclusions

Recite the words of Daqian Zhang, a famous Chinese painter, “simplicity and clearness is better than complex. Plainness is better than flexibility. Summary is better than details”. Traditional signs tempt to encompass all information to express certain meanings in details. However, these signs usually fail to transfer information due to their complexity which makes it impossible to identify them from a long distance. The signs that are in accord with the principle of “small forms but more meanings, less lines but more expressions” can generate a clear and strong effect on us. Just as a lecturer with speech craft talent, being concise and comprehensive, vivid and dramatic, people are interested in listening to them. Therefore, small arts should be delicate. It is impossible for designers to express all contents completely. But simplicity and clearness is far different from simplicity. Signs design must be general, abstract and delicately combined together. Based on limited elements and rich imagination, a successful sign can exert a powerful effect on sight and transfer precise information, expressing the spirits of tide and the style of nation.

Figure 6. The emblem of Sydney Olympic Games

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Teaching Conversational English in Tourism and Hotel Management

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Abstract

Effectively speaking and listening in English is a goal most Chinese English major students aspire towards. However, there is perhaps a long stretch between being able to pass a required course and excel. This ability to excel and carry on conversations with native English speakers requires an acceptable level of English. This paper explores some recommendations for improving the students speaking and listening ability.

Listening is important and when majoring in courses such as Tourism or Hotel Management, it means interacting with people which will require them to speak and listen in English because the majority of these hotel or tourism clients and staff communicate verbally among themselves and particularly their guests.

Students majoring in Foreign Tourism and Hotel Management usually require a second language and should that language be English, the student will be entering the dynamic "real world" and its actual life situations for working and providing service.

Keywords: Interchange, Interpersonal communication, Effectively, Interaction, Tourism

Tourism and Hotel services require employees who can interchange ideas and it is important that the graduate be able to communicate and interact with others; whether it is a Tour Guide or hotel employee.

The Tour Guide/Hotel host will have to arrange some of the following activities during his daily work or at least be able to perform them if they do not comprise their future job description.

Converse face to face with a group of people

This is perhaps the hardest and most daunting job for the coming graduate student but yet, how much classroom time is devoted to this very activity – perhaps none? The classroom is a difficult place to have students discuss subjects perhaps due to stage fright but they must be able to conduct such conversations in real life situations after they graduate.

Converse on a telephone with a foreign speaker

This is another key since the graduating student will be in a daily situation where he or she will have to make or receive telephone calls and interact with a person – perhaps a person they have never met before. Whom am I speaking with and what shall I say – the phone has rung unexpectedly and the other person is obviously upset, pleased, angry, insulted, overjoyed, perplexed etc. They must be able to sense what the problem is and what key words in such conversations could be sending messages which a "book learned" student however would not identity or understand.

Meet with a group of foreign tourists and interact with them

This is the key function of being a tour guide and it is important for the student to lead the group, inform the group of what they are touring (basic knowledge of what they are viewing) and being prepared for something which might unexpectedly occur – cancellations, bad weather, an accident, a delay, a change in venue or whatever. Therefore, the student must feel comfortable in front of a group of people but how much time in the classroom is being devoted to this future aspect of their work?

Respond to questions which the tour group/hotel guest will be asking during their stay

Since tourism is people focused, it's understood that the student will require good listening skills but how much time is devoted to question and answer dialogues in the classroom and for having two way conversations about some topic?

Meet with the unexpected

Life is far from perfect and what happens when something goes wrong or am emergency arises? Life is also full of problems. A tour guide/hotel employee is naturally going to confront an emergency during his or her career and it's best to be prepared with some basic terms and plans in the event a misfortune arises.

Summarizing the above means that the Tourism/Hotel student should have more practice in speaking and listening since their future occupation will necessarily mean they will be conversing with people and in the case of this paper, those people are native English speakers.

It has been estimated that on average interpersonal communication has the following breakdown: listening 45%, speaking 30%, reading 16% and writing 9%. However, in the classroom the Tourism/Hotel student is perhaps busy preparing for another session of dull grammatical exercises?

The above paragraph seems to be outlining a problem within the education system and it might be worth going over it since something is evidently requiring further explanation. The percentages are estimates for the average person and are not iron clad. In the case of a Tour Guide or Hotel Reservations clerk these percentages could perhaps vary upwards and downwards according to the day's activities but the point is clear that over 75% of his or her work is relying on the skills of listening and speaking.

Learning English is applicable for all university/college students and there are several subjects to study ranging from sciences (architecture, agriculture, biology, chemistry, physics), mathematics (statistics), arts (drama, languages, philosophy, psychology, sociology), engineering and medicine. However, everyone, regardless of major or elective must pass exams.

It's only natural everyone wants to do well on the exams – otherwise you lose out in the long run. However, these exams are covering students who are learning English from a wide selection of majors and the English CET or BAND 4-6 exams are including all students. Therefore, learning English becomes a mere rote exercise of perhaps studying some grammar book and listening to the teacher's tape.

However, the dull grammar book and English teacher's tape are NOT going to be with the student when they leave college and university and take on their first career job. How many will remain in their initial job for life without making perhaps 5 career moves during their career? They will require flexibility and fast thinking and this is where there could be some room for improvement regarding the Tourism and Hotel students' curriculum.

Practical English exercises start right from day one with the alphabet. This might appear ridiculous to someone who can read and write and is endeavoring to pass his or her CET 4 or 6 but why is reciting the alphabet now "required" on their first day in class?

Why? Good speaking and listening is like playing a piano or plucking a guitar.

If these 26 notes are mispronounced, all further study with speed and intricacy is of no real value since the speaker is not clear and the same speaker is going to have trouble hearing what is being said to him.

"Why don't you catch some zzz's?" is not the equivalent of "Why don't you catch some disease!"

"Tom is a careless worker!" is not the same as "Tom is a care less worker"

There are likewise some English requiring good pronunciation otherwise the mistake can have the listener hear something which was not intended. Some of these paired misnomers are "World and word, backslider and black spider, Sunday and someday, Customs and customer, surely and Shirley, serious and series, flew and flu, weight and wait or wye and why.

Some other examples which require good listening and speaking and should have practical everyday English applicability for either tourism or hotel majors are the following:

1) The bandage was wound around the wound.

2) The farm was used to produce produce.

3) The dump was so full that it had to refuse more refuse.

4) We must polish the Polish furniture.

5) He could lead if he would get the lead out.

6) The soldier decided to desert his dessert in the desert.

7) Since there is no time like the present, he thought it was time to present the present.

8) A bass was painted on the head of the bass drum.

9) When shot at, the dove dove into the bushes.

10) I did not object to the object.

11) The insurance was invalid for the invalid.

12) There was a row among the oarsmen about how to row.

13) They were too close to the door to close it.

14) Jim couldn't read the red letters but read the blue ones OK. .

15) A seamstress and a sewer fell down into a sewer line.

16) To help with his diet, he wore a red shirt but his wife dyed it blue.

17) The wind was too strong to wind the sail.

18) Upon seeing the tear in the painting, I shed a tear.

19) I had to subject the subject to a series of tests.

20) How can I intimate this to my most intimate friend?

All these double words and alive and well in the Real World of Tourism and Hotel Management and they will more than likely occur during a conversation with a person during a tour or hotel stay.

Pronunciation can give two separate meanings if one letter is silent of missing but how the student going to succeed without practice? It's like asking a deaf Beethoven to keep writing symphonies beyond the ninth or asking a piano teacher to concentrate the student's ability to create a loud noise because any mistakes are being erased in the noise created?

Our college places its Tourism and Hotel English major students according to their English ability because they will use English for their future life's work while working as a Tour Guide or in Hotel management.

These students are going to have to have good speaking and listening skills and consequently their classes are geared to having them participate and make class presentations.

Depending on the class and their assessed ability, the classes generally follow the following format for the student's advancement:

Text Book

The text book material which should be emphasized is a book which has key exercises based on daily conversation and daily events and have the students participating in oral exercises which has them reciting the answers while learning the material. The listening teacher has the material and is listening to any problems his or her students are having and in trouble spot areas, redirects his attention to the problem. The above listing of 20 examples gives some indication of where pronunciation can change (most with the same spelling) and this is why it's important to have good pronunciation – there are two or more ideas with the same spelling but different pronunciation.

Midterm Exams: There are either one or two exams given but the students don't know it's an exam. The teacher generally introduces it as being class homework on a subject which the student is interested in or will be working in. This is a chance for the student to present something which they are interested in or are going to be doing in life. Telling the student that it's an exam would only create a pass/fail mentality and what's wanted is a natural and flowing chain of thought expressed naturally. An exam would have the students talking in excess of 3-5 minutes (earning points- tiresome listening) or using words not applicable to the given situation.

Final Exams: The final exam is announced but gives the students a wide range to discuss something important to them at this period of the school year. The December-January Final exam could be something to do with their Spring Festival and June-July final could be what they are going to do for their summer holidays.

This wide topic allows the students to prepare for their exam in a language at their comfort level (some have larger vocabularies) but come through with the same meaning. The main thing being encouraged is that the students are being encouraged to face the class and in 3-5 minutes tell that class what they are going to do, feel, achieve, want etc.

Exams Approach

These students are going to work in occupations in tourism and hotel management where they are going to have to literally think on their feet (no pun intended) in communicating effectively with native English speakers and make them feel welcome and comfortable.

No tour group or hotel guest has ever asked their Tour Guide or hotel manager to take a written examination but not being able to respond to their questions or provide information could make the guests wonder if the host really understands their job and has adequate communication skills.

Therefore, students of Tourism and Hotel Management are provided exams on open ended questions and/or subjects which permits the student to prepare an answer and rehearse it prior to presentation in class. Students will have to use a similar routine in real life since Tour guides will have to present a summary of sites and Hotel Management students will have to understand the hotel's policies regarding all facets of their guests stay.

Exams are Job Focused

The central purpose of the exams is to focus the student's attention on aspects of his future job and something which is job related:

Answering job related interview questions: It is likely some graduates are going to have a job interview later with an English native speaker so why not begin training them in class and have them practice what they could be facing in the future?

Preparing a class presentation regarding a subject – some are provided by teacher and others allow the student to free talk.

It has been observed that until the students have good pronunciation, it is best not to let them choose topics. Once they have an adequate background and have improved their pronunciation, it then can be proposed to allow them to present subjects of their own liking.

Job Interview Skills in Class

The key reason for higher education is to earn a higher salary and hence the effort we have put into education is for training the students for a future job interview with a Native speaker interviewing. This is essentially a lifetime exercise but it first must introduce the student to cultural differences and perhaps into the realm of where the interviewer's questions are rather oblique and not straight forward.

Native English speakers job interviews are often based on telling a story about an event or circumstance where they had to do something under certain conditions.

Such questions could be " Tell me about a time when you. 1. worked for a boss who you didn't like 2. worked for a boss who couldn't make decisions 3 worked on a project with others 4. worked overtime to do something 5. what is your …… greatest strength, greatest weakness (Perhaps 3 strengths and weaknesses) 6. Do you work best in groups or individually? 7. Who is your role model for working? 8. While growing up who influenced you the most ? 8. What courses did you study in school? 9. Which courses did you like / didn't like – why? 10. Tell me about yourself?

This short list should emphasize the point that the interview is for evaluating the student for a future job position and is an important stepping stone. However, few textbooks and teachers teach these skills and fewer (perhaps none) actually coach them in class. Interview skills promote being honest with oneself since being dishonest will later arise and cause problems.

Therefore, the student has the opportunity to discuss these questions one on one with the mock interviewer (teacher) and the rest of the class is remaining silent and ready to provide their comments to the interview after it is completed.

Class Room Size

Teaching oral English is much the same as putting together a good choir. The teacher must assume the role as being the conductor and must soon realize the overall skill of his students for having them later present a concert.

Generally, good choirs only require 30 members and for introductory English classes it is best to keep the size down – working with 50 plus students is too onerous since the problems of student participation and class size becomes unmanageable.

However, having 25-35 makes the class ideal for having oral lessons, individual presentations and oral exams. The teacher can better respond to his students' needs and since there are no two classes the same, the teacher must be responsive to what talent is in the classroom.

The Classroom Becomes a Future Reality

The primary goal of teaching oral English to Tourism and Hotel Management students is to prepare these classes for their future oral interaction with native speakers.

Again, teaching English to students must consider the important questions: who is the class, what will they use English for and who are they going to be communicating with?

In reality, dull grammar lessons and typical exam patterns are seldom the stuff of daily interaction with native speakers and it becomes important to ask this question early. If you mixed several differing majors together (math, chemistry, physics, drama and Russian) teaching oral English would pose too many difficulties – ranging from student interest to a complete rejection – "We'll never use this – just give us the CET 4 answers!"

Verb Tenses

It is always nice to be accurate and cute but sometimes students don't talk for fear of making a mistake and this usually comes back to the case of verbs.

A good piece of advice is to encourage the students to speak and if they are having trouble with verb tenses (past – present- future) but must or want to communicate – the present tense is most acceptable and the native speaker will instinctively know and understand what the student speaker is saying and might even take the time to point out the tense's correction. Having the one wrong word is no big deal when the idea behind the comment was warranted – even native speakers are not perfect when it comes to verbs and their tenses – review the above 1-20 questions above again just for good measure.

Conclusion

This is it in a real nutshell. Teaching oral English to Tourism and Hotel Management students must be practical for what they are going to use English for in the workplace. Were you to ask me how to teach English to math majors – my suggestions might be directly opposite those given in this paper.

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Coca-Cola Buys Maker of Vitaminwater for $4.1 Billion

Mary Jane Credeur & Josh Fineman

Bloomberg, May 25, 2007

Coca-Cola Co. agreed to buy the maker of Glaceau Vitaminwater for $4.1 billion to narrow the gap with PepsiCo Inc. in the fast-growing market for flavored water. The world's biggest soft-drink maker will pay cash for closely held Energy Brands Inc., which controls about 30 percent of the U.S. market for waters spiked with vitamins and minerals. Today's purchase is the biggest in Coca-Cola's 115-year history.

Coca-Cola accounts for 5 percent of the U.S. market for water drinks, while PepsiCo has 45 percent with its SoBe, Aquafina and Propel brands. Sales of such drinks rose about 50 percent last year while soda dropped for the second year in a row, according to John Sicher, the editor of Beverage Digest. "This is the position Coke's in, having to pay up because there are so few assets out there that can move the needle for them," said Walter Todd, who helps manage $850 million at Greenwood Capital Management in Greenwood, South Carolina. The firm previously held Coca-Cola shares. "Coke needs Glaceau."

Glaceau's brightly colored Vitaminwaters include grape- flavored Formula 50, endorsed by rapper 50 Cent, and other varieties with B vitamins and potassium. The 11-year-old company, based in the New York borough of Queens, had sales of $350 million last year, according to Morgan Stanley analyst Bill Pecoriello.

Coca-Cola, based in Atlanta, had $24.1 billion in sales last year. The company said Glaceau will add to earnings in the first year after the purchase is completed in mid-June.

Tata's Stake

India's Tata Group will sell its 30 percent stake in Queens, New York-based Glaceau to Coca-Cola for about $1.2 billion. Tata bought the stake in August for $677 million, valuing the company at $2.26 billion at the time.

"We view today's Glaceau acquisition as another sign the company is making the right strategic moves," Kaumil Gajrawala, an analyst at UBS Securities, said in a note. Shares of Coca-Cola rose 65 cents to $51.89 at 4:22 p.m. in New York Stock Exchange composite trading. They have risen 17 percent in the past 12 months, compared with 14 percent for PepsiCo, the second-largest soft-drink maker.

Tata Tea's shares rose 4 percent to 913.65 rupees at the close of trading on the Bombay Stock Exchange. Soft drink volume in the U.S. dropped 1.2 percent last year for Coca-Cola, and PepsiCo had a 1.3 percent decline, according to data compiled by industry journal Beverage Digest. The U.S. enhanced water market probably grew 50 percent to 60 percent last year, Sicher said in an interview today.

Shipments

Shipments at Glaceau more than doubled last year to 77 million cases, according Beverage Digest data.

'It represents a significant step forward in establishing sustainable growth in our home market, North America," Chief Executive Neville Isdell said on a conference call.

Coca-Cola is paying 11.7 times 2006 sales for Glaceau, according to Pecoriello's revenue estimate. The price is 81 percent higher than what the company was valued at nine months ago when Tata bought its stake.

The purchase price was "lofty," given the "beverage industry's checkered past in terms of overpaying for trendy beverage brands that don't quite live up to the initial expectations," JPMorgan Securities analyst John Faucher wrote in a note. Brands such as Snapple, SoBe and Odwalla haven't delivered the long-term growth their buyers hoped for, he said.

Coca-Cola said the purchase will force it to pare share repurchases this year to $1.75 billion to $2 billion, from previous plans for as much as $3 billion. Moody's Investors Service said it may cut Coca-Cola's credit ratings because of the purchase.

Distribution

Coca-Cola hasn't decided if it will change Glaceau's current distribution system. "Everything is on the table," Isdell said. Coca-Cola Enterprises Inc., the world's biggest soft-drink bottler, "should benefit from Glaceau distribution," depending on how much of the business it takes over, Faucher wrote today. “It is very difficult to determine exactly what the benefit is,” Faucher said. “We need further detail.”

Glaceau was founded by J. Darius Bikoff, who is also chief executive officer of the company. He intends to stay with the business for a minimum of three years, along with top managers Mike Repole and Mike Venuti, Coca-Cola said today.

“They see value in us I don’t even think we completely recognize,” Bikoff said in a conference call with reporters. “We built a brand that people love because it works so well in the context of their lives.” Celebrity pitchmen for the drinks include singer Kelly Clarkson, San Antonio Spurs guard Tony Parker and Daniel Briere of the National Hockey League’s Buffalo Sabers.

In March, Coca-Cola bought Fuze Beverage LLC to add more juice, tea and energy drinks. Coca-Cola also bought Leao Junior SA, a Brazilian maker of Matte Leao bottled tea, to give its Latin bottlers more noncarbonated choices. Coca-Cola’s board rejected a proposal to buy Quaker Oats Co. in 2000, allowing PepsiCo to snap up Gatorade’s parent company for $14 billion.

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Irish Prime Minister Ahern in Position to Secure Third Term

Fergal O’Brien & Dara Doyle

Bloomberg, May 25, 2007

Irish Prime Minister Bertie Ahern is in position to secure a third successive term in office, after leading one of Europe’s fastest-growing economies for a decade.

With 83 of 166 seats declared, Ahern’s Fianna Fail had 50 and its coalition partner, the Progressive Democrats, had one. Enda Kenny’s Fine Gael, the main opposition party, secured 18 seats; its Labour Party ally had seven. Counting of votes cast in the May 24 general election finishes today.

Ahern, 55, has presided over an economic boom during his 10- year tenure and helped to broker a deal ending three decades of violence in Northern Ireland. He has promised to cut taxes and spend more on roads, schools and hospitals struggling to keep pace with a growing population. Fianna Fail may fall just short of the 83 seats needed to govern without the support of another party.

“Fianna Fail have been lucky to be in government in a period of high economic growth which meant people gave them the benefit of the doubt despite huge problems with our public services,” said Joe Higgins, a independent candidate who lost his seat yesterday.

Fianna Fail took 41 percent of first preference votes counted so far compared with 41.5 percent in the 2002 election, state broadcaster RTE said. The Progressive Democrats got 2.6 percent after losing seats.

Fine Gael, which gained seats and hasn’t conceded defeat, secured 27.3 percent. A possible alliance with Labour, which polled 10.6 percent, and the Greens, which got 4.8 percent, would control 42.7 percent of the vote.

“All possibilities are still there,” said Frank Flannery, general secretary of Fine Gael, in an interview on RTE.

Voters brushed aside questions about Ahern’s personal finances that dogged the early stages of his campaign, reinforcing his reputation as the “Teflon Taoiseach,” a nickname he earned in Ireland because of his ability to survive personal and political controversies. Taoiseach is the Gaelic word for prime minister.

If victorious, Ahern would outlast U.K. Prime Minister Tony Blair, with whom he worked to persuade former adversaries to sit down together in a local government in Northern Ireland, a British province. Ahern and Blair came to power in 1997. Blair, 54, retires June 27.

Ahern, Ireland’s longest-serving prime minister since Eamon de Valera more than half a century ago, saw Ireland evolve from one of the poorest among the countries that share the euro to the second- richest, after Luxembourg.

Since 1997, economic growth has averaged 7 percent a year compared with 2.2 percent in the 13-nation euro region as a whole, fueled by an influx of U.S. companies and record-low interest rates. The boom has quadrupled house prices, cut unemployment to 4 percent from 10 percent and delivered budget surpluses in all except one year.

What are the Benefits and Importance of 'Free Trade Agreement' for International Business and Countries Involved in the Agreement: A Study on New Zealand & China

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Abstract

As China's economy growth, the bilateral trade between China and New Zealand is greatly increasing. But high tariffs and unnecessary non-tariffs barriers impede the free trade between two countries. An FTA plays a very important strategic role to both China and New Zealand. Through the FTA, New Zealand has better access to the world's second largest market. China can secure its supply of natural resources coming after the FTA, and the key point is that New Zealand becomes the first country to recognise China's status as market economy. Moreover, an FTA will boost economic benefits to both countries. The liberalisation of trade will enhance bilateral trade in goods, service and investment.

Keywords: Free trade agreement; New Zealand; China

Introduction

With the growing globalisation in the world, international trade becomes more and more important today. Although General Agreement on Tariffs and Trade (GATT) and World Trade Organization (WTO) system are designed to facilitate international trade, there are still some border measures which block the free trade-"free international movement of goods, services and capital between nations" (Watson, Flynn & Conwell, 1999,pxxv) .Now China-New Zealand Free Trade Agreement (FTA) is a golden opportunity for both countries to develop national economies and improve international competitiveness by eliminating trade barriers between each other. Both China and New Zealand will benefit a lot from trade liberalisation in goods, service and investment between each other. An FTA will not only bring economic benefits but also acts as an important strategy to promote their position in the WTO and Asia Pacific Economic Corporation (APEC).

Development of an FTA

China and New Zealand have a good relationship between each other. Chinese and New Zealanders are closely linked through trade, investment, education, tourism…and etc.

But "Only two years ago, no one in China and New Zealand would believe that a trade agreement between the two countries was possible"(Chen, 02.09.2004, p1). In 1994, New Zealand Government officials first put up the suggestion of doing a free-trade deal with china; Chinese government thought it was good, but put it on the waiting list behind the WTO (Dann, 01.09.2004). Moreover, the changed anti-dumping laws made it feasible for New Zealand to recognise that China has established a market economy system (Dann, 01.09.2004)).

As the fast growth of China economy, China is increasing important to New Zealand. As New Zealand's fourth largest trading partner, China is the fastest developing country in the world (Chen, 29.08.2004). As the rising of average income in China, people start to seek the quality of life and western style; then the demand for overseas goods and services is growing; New Zealand's quality products are ideal to meet the increasing demand in China (Chen, 29.08.2004).

On the other hand, New Zealand is important to China. New Zealand was the first country to support China into the WTO. And New Zealand is an important trading partner for China in terms of agricultural, fisheries and forestry products.

The export between the two countries has doubled in the past 6 years, which accounted for US$1.8 billion last year and increased by 30% compared to the year before (Chen , 29.08.2004).

The trade and economic relationship was made great progress when Chinese President Hu Jintao visited New Zealand in 2003. President Hu Jintao and Prime Minister Helen Clark agreed that both countries should begin negotiations on a Trade and Economic Cooperation Framework (Huang, 16.04.2004).

In May 2004, The Trade and Economic Cooperation Framework (the TECF) was signed By Chinese Minister of Commerce Bo Xilai and New Zealand Minister for Trade Negotiations Jim Sutton (Ministry of Foreign Affairs and Trade, 2004). TECF includes “the start of the FTA study, FTA negotiations and associated market economy pre-conditions required by China”(Norquay, 15.04.2004.p.3).

A Gateway to China was held in Auckland on 31 August 2004(Dann, 01.09.2004).

After a range of public consultation and investigation, a Joint Report on the Free trade Agreement between China and New Zealand was finished on 20 November 2004(Ministry of Foreign Affairs and Trade, 2004). And the result suggests that both countries will benefit from an FTA.

Importance of the FTA

An FTA plays a very important strategic role to both China and New Zealand.

An FTA is an insurance police for New Zealand. Trade is regarded as the “economic lifeblood” by New Zealand. New Zealand’s economy relies heavily on export. New Zealand Finance Minister Michael Cullen said, “the agreement is also strategically important to New Zealand, in that it would provide us with some insurance against the possibility of a serious collapse in the WTO process”(Nominee, 21.04. 2004,p1).

An FTA is critical for New Zealand’s future. New Zealand is no longer “fortress NZ”. Now China is the world’s sixth largest economy; With 100 million middle class consumers, China presents the second largest market in the world (Cheng , 29.08.2004). As an international trade nation, New Zealand can’t afford to miss such a big market. New Zealand will become a close business partner of this big country through an FTA. In addition, an FTA let New Zealand act as “a bridge” connecting China and the Asia Pacific (O’Sullivan, 06.09.2004).

The last but not the least, other countries would be glad to sign the FTA if New Zealand didn’t do it, which will result in huge risks to New Zealand’s economy (Helen Clark, 05.01.2005).

The FTA is also strategically important for China.

First of all, New Zealand is the first country to recognise that China has established a market economy system, regardless the dispute of America; And this is the prerequisite for China to negotiate trade liberalisation with New Zealand (Dann, 01.09.2004).

Secondly, it’s the first time for China to negotiate an FTA with a developed country (Nominee, 21.04.2004). And New Zealand is a member of the Organization for Economic Cooperation and Development (OECD). Comparatively speaking, New Zealand’s small size and few areas of tariffs require simple negotiations; then China regards New Zealand as a “good test case” before it do complicated negotiates with larger developed countries (Dann, 01.09.2004).

Moreover, New Zealand is rich in woods, dairy, wool and aluminium, which are shortage in China. The FTA is an insurance policy for China to secure these resources (Chen mingming, 02.09.204).

Economic Benefits of an FTA

Overview

Both China and New Zealand will get significant economic benefits from an FTA. Export plays an important role in economy growth in both countries. But tariffs and a range of non-tariff measures impede the bilateral trade between each other. The trade liberalisation coming with an FTA will not only bring advantages for the existing businesses, but also create new opportunities for other companies (Nominee, 13.04.2004). An FTA will offer economic benefits in goods trade, service trade and mutual investment.

The Impacts of an FTA on Goods

China and New Zealand do the mutual trade frequently. Each country can produce lots of

complementary goods that are needed by the other (Ministry of Foreign Affairs and Trade,2004). China is New Zealand’s fourth largest business partner, which exported $2.9 billion worth of goods to New Zealand by the February 2004; New Zealand exported $1.4 billion worth of goods to China during the same period (Fallow, 15.04. 2004). With reducing the tariffs and removing the non-tariffs barriers, an increasing amount of agricultural products as well as fisheries and forestry products will be exported to China. Similarly, China’s manufacturing industry will expand its exports to New Zealand.

Agriculture

New Zealand Agriculture would be the main winner from the FTA. New Zealand is famous for its agricultural products. And its agricultural products are complementary to those of China. Now an increasing amount of agricultural products are exported to China, and China becomes an important market for New Zealand agricultural products.

Dairy and Live Animal

In term of dairy, the demand for dairy in China has kept on growing, but the domestic dairy products can supply only one third of the demand (Weidong, 28.05.2004). Then imported dairy products from New Zealand are growing, which reached US$191.88 million in 2003 and occupied almost one quarter of New Zealand's goods export to China(Ministry of Foreign Affairs and Trade,2004). And China becomes one of the three main markets for New Zealand dairy products (Chen Mingming, 29.08.2004). Domestic dairy products and imported New Zealand dairy products complement each other in China.

Due to the rising demand of dairy and the gap between supply and demand in China, New Zealand's bred cattle and bovine embryo also play more and more important role in the China market. New Zealand exported about 30,000 cattle to China between January and July 2004; moreover, China is developing the export of live deer and corvine germplasm to New Zealand (Ministry of Foreign Affairs and Trade, 2004). There is no wonder that an FTA will facilitate China to export the live animals to New Zealand.

Through the liberalisation of trade in dairy products and live animals, both China and New Zealand will get lots of advantages. China still maintains a 10 percent tariff on milk products and 12 percent tariff on cheese (Ministry of Foreign Affairs and Trade, 2004). Reducing tariffs means more exports, more jobs and better returns for New Zealand. For example, China is Fonterra's fourth biggest market (Chen Mingming, 02.09.2004). With the liberalisation of dairy products, Fonterr's dairy sales may double every two years, and China can become the second or third biggest dairy market of Fonterr(Chen Mingming,02.09.2004).And Chinese consumers will have better quality dairy products and live animals at lower price.

Meat

In term of meat products, New Zealand's exports to China have been increasing, which reached US86.984 million and contributed 10 percent of New Zealand's total exports to China in 2003(Ministry of Foreign Affairs and Trade, 2004). The exported meat products to China include frozen beef, cuts of lamb, sheep meat and meat by-products.

However, China puts an 18-20 percent tariff on animal guts and bladders and a 15 percent tariff on sheep meat (Ministry of Foreign Affairs and Trade, 2004). By reducing tariffs, an FTA will facilitate New Zealand to explore the potential meat market in China, Which leads to more exports and wealth to New Zealand. And Chinese consumers will get imported meat at low price.

China is also a big exporter of meat products. But China doesn't export meat products to New Zealand because of SPS measures to the Chinese meat exports (Ministry of Foreign Affairs and Trade, 2004). Then China will benefit from exporting meat products to a new market through removing this non-tariffs measure.

Wool

China is New Zealand's big market for wool export. The imported New Zealand's wool differs from domestic wool in thickness and is often mixed with Chinese wool; they complement each other (Ministry of Foreign Affairs and Trade, 2004). China has low tariffs of 1 percent for wool and 3 percent for wool top, but the out-of-quota tariffs are 38 percent (Ministry of Foreign Affairs and Trade, 2004). By removing the tariffs and high duties, an FTA can increase New Zealand's wool exports to China.

Fruit and Vegetable Products

Both China and New Zealand have comparative advantages in the export of fruit and vegetables. Due to the high tariffs, few New Zealand's fruit and vegetables are exported to China. For instance, China put 20 percent tariff on kiwifruit (Michael Barnett, 29.08.2004). Because of the same reason, few China's fruit and vegetables are exported to New Zealand. And New Zealand's SPS requirements also affect China's export to New Zealand (Ministry of Foreign Affairs and Trade, 2004). Therefore, international business in both countries will benefit from more exports through an FTA, and people in both countries will get better choice and cheaper fruit and vegetable products.

The situation in fisheries and forestry is similar to the situation in agriculture sector

Manufacturing

China has the world's fourth largest manufacturing industry and the manufacturing industry output occupied about 41 percent of China's GDP in 2002(Ministry of Foreign Affairs and Trade, 2004). New Zealand's manufacturing industry is relatively small .The trade liberalisation coming with the FTA will benefit both countries in this manufacturing sector. China is a big winner in this sector.

TCF

Textiles, clothing and footwear (TCF) are China's main exports to New Zealand. China's exported TCF occupied 60 percent of New Zealand's imports of TCF (Nominee, 19.01.05)). China's exported textile and clothing accounted for US $209.35 million in 2003(Ministry of Foreign Affairs and Trade, 2004). New Zealand remains very high tariffs on TCF. It puts 0-12.5 percent ad valorem rates on textile products, 0-19 percent ad valorem rates on clothing and 17.5-19 percent tariffs on footwear, and the highest tariffs which reaches 46.5 percent is applied by the alternative specific tariffs in this sector (Ministry of Foreign Affairs and Trade, 2004).

China's TCF will gain vast profits through an FTA between China and New Zealand. The reducing tariffs will expand China's exports to New Zealand, which leads to more jobs for people and more exports for international business in China. And New Zealanders will get quality Chinese TCF products at low price.

Light Industry Products

Light industry products play important role in China's trade to New Zealand. The export of light industry products occupies 17 percent of China's export to New Zealand, which contributed about US$260 million in 2003; New Zealand remains 5-7 percent tariffs on products in this sector (Ministry of Foreign Affairs and Trade, 2004).

Machinery and Electronic Equipment

Due to low labour cost, China has comparative advantages in machinery and electronic equipment production. China exported US$328 million value of machinery and electronic equipment to New Zealand in 2002, and New Zealand's exports accounted for US$29.48 million in this sector (Ministry of Foreign Affairs and Trade, 2004). New Zealand is comparative in some niche products, such as dishwashing machines, agriculture equipment…and etc.

An FTA will grow China's exports of light industry products, machinery and electronic equipment to New Zealand. And people in both countries will get quality products at low price.

Service

Service trade is an important part of bilateral trade between China and New Zealand. China is an important source of New Zealand's education, tourism, transportation, agriculture and horticulture service. But some of non-tariffs barriers impede the bilateral trade in service, such as restrictions on the repatriation of funds, restrictions on market access, restrictions on operating wholly foreign-owned services companies…and etc (Ministry of Foreign Affairs and Trade, 2004).

Both countries will benefit from new technologies and skill through the liberalisation of trade in service. And consumers in both countries can get better services at good price.

Investment

By removing tariffs and non-tariffs barriers, international business in both countries will do new investment in the new environment. An increased investment will facilitate the development of national economy.

Modelling the effects of the FTA

In order to investigate the future economic effects of an FTA between China and New Zealand, the governments of both countries applied a modelling method in a joint study. The result of this economic modelling work is

> Over a 20-year period from 2007-2027, Chinese exports to New Zealand are expected to grow by an average of between US$40-70 million per year. New Zealand exports to China are expected to grow between US$180-280 million per year over the same period. (New Zealand Ministry of Foreign Affairs and Trade, 2004, p1)

Winner and Loser

As mentioned above, New Zealand's agriculture and China's manufacturing industry are the big winners.

There are two sides on a coin. The FTA will bring some disadvantages to certain business in both countries.

New Zealand manufacturing industry will be affected a lot, especially in the TCF sectors. Due to the low labour cost in China, China has competitive advantages in labour intensive production fields, such as TVs, computers, telephones and TCF. Moreover, in order to compete with the low priced Chinese products, some New Zealand businesses in manufacturing sector choose to transfer their factories to China (Donald & O'Reilly, 2005). Then many jobs are to be lost in this sector coming after the FTA.

But the FTA brings competitions not only on price but also on innovation and value. New Zealanders should adjust their direction and build their products with high value, high innovation and high skill. In order to support the transformation of manufacturing, New Zealand government can apply some strategies, such as consultation, retaining and skills retention in new career fields (Donald& O'Reilly, 2005).

China's agriculture will have some disadvantages after the liberalisation of agriculture trade. The quality New Zealand's agriculture products will affect the profits of Chinese farmers. But they can learn new knowledge and technology from kiwis, and grow stronger.

However, the FTA will lead to so greatly increased bilateral trade between two countries "that the gains will far outweigh any losses" (Dann, 02.09. 2004 .p2).

Future of the FTA

China and New Zealand will start the negotiations about the FTA early this year; If moving smoothly, the negotiation is expected to finish at the end of this year (Liam Dann, 07.09.2004).

Due to the importance of agriculture and manufacturing sectors to both countries, the negotiation of the FTA should consider the sustainability and future development of these sectors (Ministry of Foreign Affairs and Trade, 2004).

Conclusion

China and New Zealand have close cooperation in trade. As China's economy growth, the bilateral trade between two countries is greatly increasing. But high tariffs and unnecessary non-tariffs barriers impede the free trade between two countries.

An FTA between China and New Zealand is an important strategy to both countries. Through the FTA, New Zealand has better access to the world's second largest market and enhances its role in the APEC as an international nation. China can secure its supply of natural resources coming after the FTA, and the key point is that New Zealand becomes the first country "to recognise China's status as market economy" (Liam Nann, 01.09.2004.p2).

An FTA will boost economic benefits to both countries. The liberalisation of trade will enhance bilateral trade in goods, service and investment. By reducing the tariffs and removing the non-tariffs barriers, The FTA leads to vast return for international business and both countries. On one hand, it will bring more jobs and wealth for both countries and creates more buoyant economies. On the other hand, consumers in both countries can get quality products at low price. The economic modelling study on the FTA verified the net profits of an FTA. New Zealand's agriculture and China's manufacturing industry are the big winners. Although there are some losers, the overall benefits of an FTA outweigh its disadvantages. Both countries will benefit from an FTA.

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The Representation of Costume Material in the Visual Arts

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Abstract

By using visual theory, this paper apperceives costume and produces visual thinking as an observer. Furthermore it finds out, from the perspective of costume material, the perceptive factors which influence and constrain costume. And sequentially it strengthens the capacity of visual review and improves costume design capacity.

Keyword: Costume material, Visual arts, Representation

1. Introduction

Vision is not only one of the most important methods of human in perceiving the world but also the biggest information income window for human.① Over a long time, visual art has been widely used in architecture, painting, sculpture, advertising, decoration and many other types of arts. But the use of the visual art in costume is still rare. Most costume observation and appreciation only go through the superficial characteristics of the costume such as shape, material, and style while unidentifying the deep-seated aspects. Therefore, it is very important to apperceive the costume and produce visual thinking from the perspective of an observer. Later on it could help us find out the factors that influence and constrain costume, hence strengthen the capacity of visual view and improve the ability to design costume.

Figure 1: By Issey Miyake

The source of the costume art is its material and the target is the human body. Any design contains three basic elements: the color, the shape, and the material. Among them, the material is the most basic element, the original fodder of the ultimate goal. Material is formed by different raw materials, which offer the costume with different feelings, tastes, prices, grades, and uses.

Most people often neglect the importance of costume material for the popular costume while in fact it is the essence of the popular costume. The choice of the right material is its necessary and sufficient condition. To achieve true effect of costume, the designer must have a very deep understanding of the costume material before designing. This could help the designer to be proficient in the design and fully exploit the unique features of different materials.

Since the aesthetic sense of costume material mainly relies on the visual effects of fabrics (i.e. tactile feeling and motion feel, hues, layout, pattern, etc.), all these characteristics would be considered as factors in constructing the costume and can not be neglected, which is also related to the integrity of the aesthetic design concept for fashionable costume.

2. The tactile feeling, motion feeling and visual feel of the costume material

The tactile feeling is the combined effect of the costume surface texture and the real feeling of touch. It represents the ornament with costume material. The main idea of this method is to convey a feeling of the costume material itself. This type of feeling can also be sensed from the perspective of vision, so it is both tactile sense and visual sense. The tactile feeling can be generally classified into two categories: the first one is the touch sense through touching. The second one is the visual sense created during the separation of the surface and vision. ②The touch sense can be simply partitioned into four types: smooth face, coarse face, convex face and villiform face. Material with smooth face is silken, making people feel soft, comfortable and exquisite. Material with coarse face is crude, making people feel simple, unadorned and straightforward. The convex face is knaggy, making people feel stereo and contrasty, like a sculpture. The villiform face is fluffy, making people feel warm, plumpy and velvety.

These characteristics of the tactile feeling generate specific styles for the material. The tactile feeling affects the viewers from their sense organs and minds, which evoke special psychological respond of the viewers. For example, The exquisite materials or pure silk materials creates a romantic, lofty, fine, and lithe feeling; While lump silk materials with rough thick quality has a special effect that embeds barbarism into modern arts, nature into futuristic. However, because of the separation of touch and vision, the visual sense of texture shows totally different characteristics in tactile feeling and visual psychology. For instance, instead of soft and comfortable, exquisite printed silk with smooth surface gives people a special concave-convex and rough feeling in vision. We should use the approximation and antagonism between the tactile feeling and visual psychology to build an intense visual contrast for costume materials.

The motion feeling formed between the human body and the costume materials also influences the costume's visual effect. The suspension status of the costume material on the body affects both the choice of material and the shaping of the costume configuration. Massive and fleecy material shows particular steadiness and preciseness on human body; while material of gauze presents smoothie and fluency because of its unique motion feeling. It is important to understand the visual psychology of costuming and the relationship between the tactile feeling and motion feeling, which will not only help us distinguish the visual character of the texture and the tactile feeling of the texture, but also enhance our comprehension of costume modeling.

Figure 2: By Issey Miyake

3. The layout structure of costume material

The layout design means the costume natural arrangement on human body. The visual effect comes from the inside, the outside and the circumferences of the clothing. ③The union and arrangement of different materials will cause different effect in shape or texture.

Human body is a tridimensional object, so the structure of costume material is also a three-dimensional form belong to the three-dimensional space. When manufacturing clothing with machine-making material, the arrangement of the material texture will definitely impact the visual effect of the clothing outline. Usually, if the fabric is laid along the long direction of the texture, its sense of pendency will be stronger. But if the fabric is laid along the vice-width direction, its sense of pendency will be weak, and slantways cutting of the material will give the whole costume the most retractility and then make it more close-fitting. When making formal clothes with the same material, among different layouts of texture, we can find out that only those with slantways cutting can fully outline feminine stature curve and unfold their unique charms.

Through sewing and shaping the material on costume's surface, it can produce a different sculpt with spatial fluctuation effect on the material surface, which is called the layout structure of costume material. For example, pleat is a kind of layout, which uses materials to set up on the costume surface and shows a sense of bulge, exaggeration and space. The modern dress designing master Issey Miyake was good at using traditional techniques such as pin, fold, bundle, stack with twist and amice in kimono, to create fresh sense of texture with each form of pleat. So he is called the modern "sculpture master of human body". It is obvious that the layout of costume has great impact on the structure and appearance of costume.

In costume designs, the design of layout should also harnessing the different characteristics of material to incarnate the designer's own design conception, since the choice of material will directly impact the effect of dressing.

Figure 3: By Issey Miyake

4. The light and shade structure of costume material

The costume surface shows its characteristic of reflection to a certain extent.

Some material's surface is not remarkable for its configuration, but its light and shade effect can give the surface great visual potential. As the material's surface has different abilities to receive light, it is deeply impacted by the brightness of colors. So the visual potential will change along with the brightness of the costume surface. Commonly, surface of bright materials have better reflection on lights than the dark ones. Under the same background, the costume with bright tone has more conspicuous visual effect. When people wear this type of costume and walk in the common circumstances, the intensity of light on the costume material will continually change and show different effects of light and shade. In costume designs, we must take into account that different kinds of lamplights and rays have special impacts on the visual effects of costume. For Example, costume looks warm in color under incandescent lamp while cold under fluorescent lamp. In stage performance, this effect is more obvious. Dissimilar designs of lamplights can bring the best visual effect to the costume and make the costume show its maximum flamboyance and particular taste.

Experience and custom make us often ignore the light and shade effect of costume material. The idea of constraint characteristic of the visual space makes us only notice the multiplicity if the combination of light and shade. Actually, light and shade is one aspect of human's visual characteristics. We should design costume from the light and shade point of view, and let people pay special attentions on the light and shade. If we import different characteristics of light and shade into the costume material and integrate it with style and layout faultlessly, we will see the meaning of visual sense for the costume is greatly improved. When using gold, silver or aluminum pieces to make high-quality formal clothes, as its style is splendid, magnificent and expensive, we can adopt pleat to buildup the contrast between the gleamy parts and the shady parts of the fabric to make the light and shade more obvious and phantasmagoric and draw the outline of the feminine stature curve. Therefore, the structure of light and shade plays a role of space contrast in costume design, as one of the most important and indispensable attributes in the design.

5. The three-dimensional visual effect of costume material

The vision structure of costume material includes: structure of essence, structure of layout, structure of light and shade. In costume's visual shape, these three structures impact each other mutually. Each structure has its particular manner to affect costume sculpt. Every costume has these three shapes, one of which plays a primary role. Before clothing is made, costume material is a two-dimensional plane which impact costume's visual effect. The surface structure of some costume is simple and smooth, combined with seam, pleat, fold, or such layout, so its characteristic of layout becomes clearer and those characteristics of surface turn into the carrier of the layout and get unimportant. But for some costuming, both its pattern and tone strike the eye, so the surface effect of these material greatly impacts the layout structure, making the material's substantive characteristic occupy the leading status in vision.

Many inspirations of designers come from materials, and they represent their originality through materials. In order to manage materials of different senses and different specialties, and handle them in costume designs, we must know clearly the material's substantive characteristics, the difference and relationship between the layout and the structure of light and shade, and combine them together ideally. In this way, we can make best use of costume materials and reveal their real fascinations. In understanding materials, we can surmount the traditional methods of harnessing materials, find out new aesthetic feeling in costume materials and endow it with new vitality.

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