

Global Academic Initiatives
Global Issues Conference



Book of Abstracts

Global Issues Conference

23rd to 27th March 2015

Films and Languages

Presenters: Anna Bernal, Beata Depczyńska, Renata Tokarska,
Institution: Krosno State College, Poland



Woman And Family: Evolution of Woman's Traditional Roles in Poland on the Basis of the Chosen Contemporary Films

Contemporary family has been constantly evolving to adjust itself to the changing conditions of life. Polish family, although perceived as fairly traditional and resistant to changes, has also been undergoing various transformations. Particularly the role and position of woman in a family has been susceptible to considerable alternations. The aim of our presentation is to show how and to what extent the traditional roles of a woman (i.e. those of a wife/partner and mother) have evolved in recent years in Poland.

Since visual media are very sensitive to and thus quickly and adequately reflect all the processes taking place in the society, we have decided to examine the mentioned above changes on the basis of three contemporary Polish films: *Wałęsa. Człowiek z nadziei* (A. Wajda, 2014), *Sala samobójców* (J. Komasa, 2011) and *Ki* (L. Dawid, 2011).*

Undoubtedly, the most traditional portrait of a wife and mother is exemplified by Danuta Walesa (*Walesa. Człowiek z nadziei*), the wife of the Solidarity Movement leader. She is in love with her husband and supports him in all circumstances. Although she sometimes seems to be disappointed with his decisions, she is obedient and submissive to him. She entirely accepts the patriarchal model of her family in which her role is to be a homemaker and a devoted mother subordinate to her husband.

Beata Santorska, the main character of *Sala samobójców*, is a career woman whose marriage, when looked on from the outside, seems to be perfect. In reality, Beata and her husband not only fight with each other but also live separate lives. Beata – mother is more focused on her career than on building a solid relationship with her son. She expresses her love to her child by buying him whatever he wants and with time, concentrated on her needs, she overlooks the signs of the coming tragedy.

Kinga from *Ki* is a young single mother. She is immature, both as a mother and a partner. In her relationships with men she seeks passion and excitement rather than responsibility and compromise. Despite failing to build a stable relationship, she keeps trying but to no avail and all her attempts come to nothing. Kinga as a mother does not live up to her role. She neglects her son for the sake of her own social life and pleasures. Nevertheless, she has a very special bond with her baby and when necessary she fights for the custody of the child.

Even though a Polish woman has played a very traditional role in the society for decades, the modern trends have been emerging, too. First of all, it seems that fewer and fewer women value a patriarchal model of family. Traditional female subordination has been replaced by a growing independence manifested by the rejection of relationships which do not fulfill women's expectations (*Beata*, *Ki*). They seem to find satisfaction in work (*Beata*) or entertainment (*Ki*) rather than in devotion to bringing up children. Although they love their offspring, they seem no longer eager to give up everything for the sake of their children.

* *Wałęsa. Człowiek z nadziei* - *Walesa. Man of Hope*

Sala samobójców - *Suicide Room*

Ki - *Ki* (abbreviated form of a female name, Kinga)

Presenter: Ricky Niu
Institution: Teacher's College of Beijing Union University, China

Global Film

Different countries and regions have different movie styles. They express the idea of the director and reflected the social phenomenon. I want to use a few more typical type of film to analyze the expression of some Global issues.

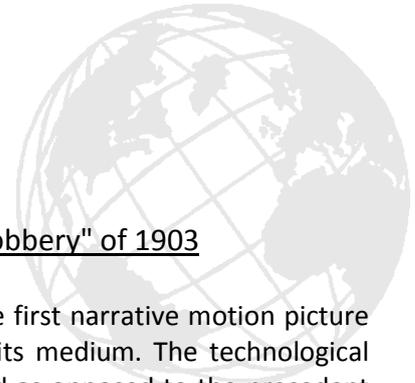
- Action/Adventure Film
 - The typical Hollywood movie (not so typical actually)
The Avengers: Changes in personal heroism to teamwork.
 - The typical Chinese Kung Fu movie:
Rumble in the Bronx: Every Chinese boy has a knight dream
- Science Fiction Film
 - British wizard-world
Harry Potter: Love-friendship and family related. Courage about faith.
 - Disaster film
Rise of the Planet of the Apes: Reminds humanity.
- Comedy Film
 - Bollywood's Treasure
3 idiots: Not idiot at all.

 - OMG-Oh My God 2012: What really religious is.
- ◇ American Dream
Forrest Gump: Nothing is impossible.
- ◇ Japanese Story
Hachi: Pet is not just a playfellow but a Friend of life.
- ◇ Human right
The Normal Heart: Socially sensitive topic-homosexual and AIDS.
- ◇ Cruel youth
Suicide Room: living quiet bleeding.



Some Chinese film recommend

Presenter: Addison Jarvis Brown
Institution: East Carolina University, USA



A Photographic Investigation of "The Great Train Robbery" of 1903

In 1903, "The Great Train Robbery" was released to the public as the first narrative motion picture film. This film is largely responsible for the commercial success of its medium. The technological advancement placed the plot in front of a backdrop of the real world as opposed to the precedent stage plays. My current study is examining the film and its attributes that became the cultural inventory of the technology. The enhanced physicality of stage acting, that was once utilized to convey immediate emotion regardless of the viewer's seat in the theater, transitioned into the motion picture. In scenes of death and violence, this gestural quality of acting develops a rhythmic dance that greatly contrasts the realism of the medium. I appear in my photographs as reenacting this film's scenes of intensive dramatization as identifying myself as a participant in this form of entertainment.

Presenter: Anastasia Kozhevnikova
Institution: Institute of Foreign Languages, Ural State Pedagogical University, Russia

Americanisms as expressive means of language in the book "Breakfast at Tiffany's" by T.Capote

This research is devoted to variability of the English language. This concept is one of the main language functioning properties, and it provides human communication and understanding in certain language groups. The author suggests that the current study on variation of the English language with respect to Americanisms might be characterized as insufficient and, therefore, requires deeper investigation.

In the current research the Americanisms were obtained by the continuous sampling method from explanatory and phraseological dictionaries of the American variant of the English language. Besides, a lot of the sentences were taken from the book "Breakfast at Tiffany's" by T.Capote as the material for this paper. As a result, more than 200 Americanisms were analyzed in total.

Americanisms are defined as English words which originated on the territory of the USA and have distinct differences/features from the British variant. The words which differ on phonetic, orthographic and semantic level in the USA are included in this concept as well. For example, a British would refer to "I am going on a holiday" whereas an American would say: "I am taking vacation", or "I am going on vacation". Also, in Britain, they would say: "I am renting/buying a flat" whereas an American would say either "I am renting an apartment", or "I am buying a condo".

There is an opinion that Americanisms are a "distortion" of the language, or a slang lexicon, which is used only in informal speech. However, it is worth mentioning that the linguistic phenomenon under consideration reflects cultural and political values of America. Therefore, the author of the article had a genuine interest to investigate how Americanisms find their reflection in literature and fiction.

A Russian researcher, N. I. Pomorozskaya, considers that Americanisms are one of the means of creating national and historical color or, in other words, a cultural background of the whole work (Pomorozskaya, 1990, 59-62).

Based on this opinion, we can draw a conclusion that national and cultural semantics of such language units allows to access the cultural center of native speakers and substantially to get the gist of the statement in the text.

In order to study the manifestation of this phenomenon inside out, we decided to turn to the well-known book "Breakfast at Tiffany's" by T.Capote. It is known that this author is unique for his specific attitude and esthetic comprehension of reality. The American variant of the English language reflects the extra connotation/semantic shades which are functioning as a national result of "vision of the world" in his book "Breakfast at Tiffany's". The special world is created by means of the art and this world shows the writer's creative way of thinking.

Let us provide one example: There was a hook rug on the floor, rocking chairs (were invented by American Benjamin Franklin). In this sentence the author transfers the atmosphere of coziness, regularity of life and describes the interior decoration of rooms in details.

The author shows the main character's life through the ordinary description of the house and emphasizes it with the help of the Americanisms: For instance,(BrE: for example) there is a brownstone in the East Seventies where, during the early years of the war, I had my first New York apartment; Her bedroom was consistent with her parlor (BrE: parlour).

The writer focuses our attention not only on the main storyline and the main characters, but also describes appearance and the passer-by's details of clothes: A tall delicate Negro man wearing a calico (BrE: chintz) skirt.

The person, who started the narration, tells us about their relations with his friend: Off and on (BrE: from time to time) we'd kept in touch (BrE: to maintain contact with).

T. Capote pays attention to the description of cooking, shows the various American names of dishes and drinks to the reader: There was to be fried chicken and ham, English peas, sweet potatoes (popular dish of South America cuisine), rolls, peanut butter (American favorite treat), banana pudding, two kinds of cake and tutti-frutti ice cream from the drugstore (BrE: chemist's); Whiskey (popular alcoholic drink in America, the American whisky is respected to be the best in the world) and apples (one of the favorite fruit of Americans) go together.

Also the author frankly writes about a fluid lifestyle of the main character. One cannot but notice that all things in apartment correspond to her character as well as her way of life. The writer again addresses the American realities: One supported the mixings of a martini; another a lamp, a Liberty-phone, Holly's red cat and a bowl of red roses; we'll smoke the pipe (BrE: cigar) tomorrow.

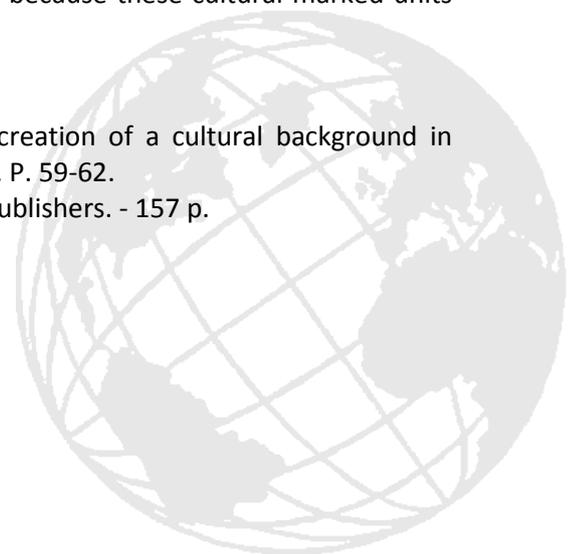
When the writer tells us about his preferences, we notice use of the lexical units which show us the tastes and traditions of Americans: Ice hockey (one of the most popular kind of sports in the USA), Weimaraner dogs (this breed was brought to the United States in the late 1920s), Our Gal Sunday (a soap serial he had listened to for fifteen years) (The American show, which was represented on Broadway).

It is difficult to reveal all the aspects of the topic because it is quite broad. But in this paper the main goal was to show that the English language has variability, and also we made an attempt to prove that Americanisms are a significant linguistic phenomenon nowadays.

In conclusion, we can state that T. Capote in his well-known book uses a wide range of Americanisms. The smallest details of the narration recreate national and historical background in the book. For the foreign-language reader it has a huge value because these cultural marked units transfer information about everyday life of these people.

References

1. Pomorozskaya N.I. (1990) Role of words-realities in creation of a cultural background in fiction // Lexicon and culture. - Tver': Tverskoy State University. P. 59-62.
2. Capote T. (1958) Breakfast at Tiffany's. - M.: Progress publishers. - 157 p.



Global Health Issues 1



Presenter: Nie Wen (Vincent)
Institution: College of History and Civilization, Shaanxi Normal University, China

The Origin of Quarantine

Ebola virus, which is a contagious devil with long history and break out in West Africa in February 2014 again, draw the close attention all over the world. It contributes to the reflection on the relationship among man and disease. In the battle with infectious diseases throughout history, the human beings has achieved a major breakthrough in four aspects, which are the establishment of the quarantine system; the discovery of pathogenic microorganisms; the presence of specific medicine; and the emergence of vaccine. Quarantine, be of utmost significance, is embedded in health practice and strictly related to plague even since 14th century. This term dates back to 1377, when the rector of the seaport of Ragusa officially issued a 30-day isolation period for ships, and 40 days for land travellers. During the next 5 score years, similar laws were introduced in Italian and in French ports, and they gradually assimilate other connotations with respect to their original implementation.

Through the measures taken by governments from infected regions and nations, we all know that the period for quarantine varies. Obviously, 40-day isolation period for passengers is not conform to medical science, meanwhile it causes many problems, for instance, communication inconvenience, centralized infection and finances dissipation etcetera. Whereas the original 40 days is not groundless, which instead has a strong association with the medical theory of Hippocrates, the Lenten Season of Judeo-Christian tradition, and Philosophical month in the ancient alchemy. In the absence of a targeted vaccine, quarantine, as one of the most effective general preventive interventions, have to be relied upon, while the 40-day period according to medical theory, traditional belief and chemical practice, formed the standard system and influenced people for centuries.

Presenter: Eva Torres
Institution: Universidad del Pacífico, Ecuador

Alzheimer in Ecuador

Before starting this abstract about “Alzheimer in Ecuador” it is important to know what this illness is, because not all people have knowledge about this problem that anyone can has at determinate time in life. In our country we don’t have the exactly number of people that suffer this illness and also these people don’t have a place where they can stay and receive a good service and therapy. It would be a good option to find a way to make the government think about starting a foundation for those who need help.

Alzheimer is “is the progressive deterioration of cognitive functions without condition of consciousness; produces a memory disorder and inability to solve problems of daily life, loss of social skills and perceptual motor tasks (<http://www.asambleanacional.gob.ec>)” I know about this illness because I saw some news about how Alzheimer is affecting people who has it and how hard is for their families.

In Ecuador 6% of the population suffer some kind of dementia; 70% of 6% is Alzheimer, at list one hundred thousand people. There is no cure for this illness although doctors recommend families to make them some therapy with table games, dancing, listening music, etc.

Here in Ecuador it exists only one therapy center near Quito where families can leave this person who is suffering Alzheimer, but it is really expensive for those who don’t have money to pay this.

That's why I think that government has to implement a foundation to help these people and give them the best treatment and medicine they need.

Alzheimer is an illness that any person can have and perhaps we can't stop Alzheimer but we can make something for this people especially for those who don't have possibilities to have a good life style and also to help their families.

Presenter: Leigh Cunius
Institution: East Carolina University, USA

North Carolina health director and county commissioners' perception of 'winnability' of local food- related obesity prevention policy change strategies

Residents of North Carolina are faced with low access to healthy food options and a high prevalence of obesity, and could thus benefit from community-level obesity prevention efforts. The present study examines the feasibility and acceptability, or 'winnability', of the local food-related policy and environmental changes recommended by the Center for Disease Control and Prevention's (CDC) Common Community Measures for Obesity Prevention (COCOMO), as perceived by local health department (LHD) directors and county commissioners (Pitts, Smith, et al., 2013). The purpose of this study is to examine two influential stakeholders' opinions of local food-related policies in North Carolina's 100 counties to inform the next steps for obesity prevention in a municipality. COCOMO measures five and six, both related to local food, were assessed (Khan, Sobush, et al., 2009). LHD directors and county commissioners were surveyed to determine the perceived winnability of the 24 COCOMO strategies. The winnability score was based upon the infrastructure, leadership, cultural, and funding support judged by the two stakeholder groups. We examined the agreement of winnability between stakeholders for the specific local food-related community level obesity prevention policy change strategies. Levels of disagreement were examined beside winnability scores using a linear regression model. The association between each county's total winnability z score of the two strategies and the number of existing farmers markets and fruit and vegetable outlets per county, which measures local food access, was examined using linear regression. Findings will be used to inform the next steps in increasing local healthy food access to reduce obesity.

Presenter: Carolina Durán
Institution: Universidad del Pacifico, Ecuador

Children with Down Syndrome in Ecuador

To understand the problem, we must first understand scientifically what this syndrome is about. The process of forming a human need 23 pairs of chromosomes that are responsible for genetic information that forms the physiological and hereditary characteristics of each person. In the process of genetic conjugation, male and female gametes contribute each one with a half of the chromosomes, but when the pair 21 due to this exchange of information a chromosome appears to the pair and it produces the Down Syndrome.

In Ecuador there are around 7500 people with Down Syndrome, the highest percentage is aged below 25 years, with prevalence of male cases. The prevalence rate in our country are in the provinces of Manabi, Sucumbios and Santo Domingo.

The lack of information and less training of professionals in the area of Special Education has determined that people with this syndrome remain marginalized. The biggest fear of parents is when children are in development time because they require interventions and therapies.

The objective of creating integration centers for people with Down Syndrome is to educate, inform, assist and educate the country to create an inclusive and respect society because disabled people in Ecuador have been mistreated and discriminated against by society.

Finally it is important the development of these people would be more secured in a specialized center, because teaching would build on its strengths such as the capacity for imitation, sense of music and arrangement for group games.

Presenter: Christina Rowell
Institution: East Carolina University, USA

The Rise of the Fitbit: Body-Monitoring as Habit, Addiction, and Motivation

This presentation will examine the ways that body-monitoring technologies like the Fitbit take the acts of surveillance and regulation and translate them into habit, addiction, and motivation by evaluating articles from popular sources to answer the research question: “How do body-monitoring technologies like Fitbit push the Public to think about fitness, habits, motivation, and addiction?”

This research stems from the increased use of body-monitoring technologies since the release of fitness bands such as the Fitbit Flex. Fitbit and other manufacturers advertise fitness bands as tools that individuals can use to encourage a more active lifestyle through means of tracking individual progress. This wearable tech is used to track steps taken, calories burned, quality of sleep, etc. Scholars such as Frost and Hass (2009) define body-monitoring technologies as “medical technologies that grant increased control and surveillance over human bodies.” As mechanisms for tracking, these fitness bands are at home methods of controlling and surveying our bodies. Scholars discuss body-monitoring technologies in terms of monitoring patient progress as well as helping to motivate patients toward proper healthcare. Chandra et al. (2012) highlight the ways in which physiotherapists can use body-monitoring technologies to motivate patients to complete their home exercises. They contend that due to the popularity of wearable tech that motivates individuals to be “more fit” through motivation and entertainment, these technologies can be “effective tools for therapy programs” (pg. 2371). Likewise, Shaw (2006) contends that body-monitoring technologies can be used in drug rehabilitation. He posits that it “could be used to detect when someone is experiencing anxiety or stress...that could lead to relapse” (pg. 30). Both the Chandra et. al. and the Shaw articles represent the positive views of body-monitoring technologies and personal health, while Frost and Haas frame some body-monitoring technologies as invasive to an individual’s body as well as personal privacy.

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Frost, E. & Haas, A. (2009) Seeing and Knowing the Womb: Rethinking Fetal Ultrasound toward a Decolonization of Our Bodies. *Journal of Advanced Composition*. forthcoming

Shaw, B. R. (2006). Can new technologies prevent relapse? *Behavioral Healthcare*, 26(6), pg. 30-31



Language and Linguistics



Presenters: English Students of Covenant University
Institution: Covenant University, Nigeria

Global Education and Language: In Search for a Universal Variety of English as a Medium of Instruction

The Maastricht Global Education Declaration (2002), states that Global Education, is the education that opens people's eyes and minds to the realities of the globalized world and awakens them to bring about a world of greater justice, equity and human rights for all. It is understood to encompass: development education, human rights education, and education for sustainability, education for peace and conflict prevention and inter-cultural education- being the global dimension for education for citizenship.

Global Education begins with raising an awareness of the global challenges, creating an in-depth understanding of what the challenges entail, with the goal of changing people's thoughts and attitudes, encouraging them to live out their lives to the fullest and play their special parts effectively.

To this end, in order to enhance these goals, communication is crucial especially being that it entails making use of an acceptable and intelligible language variety. How can Global Education attain its goals if it does not begin to prescribe and describe for herself, a Global variety of the English language fashioned just for instructional purpose in the delivery of Global Education?

This paper therefore proposes a move towards the prescription and description of a mutually intelligible variety of the English language, to be used just for Global Education. This proposal is born out of our experience during our first collaboration with three other Universities in taking the course 'Global English Varieties'. One of the major challenges that impeded our flow was the variety barrier. This paper intends to ascertain the percentage of Covenant University students confronted with this same challenge by the use of questionnaire. A hundred questionnaire will be distributed and analysed based on Kreshen's (1985, 1994) Second Language Acquisition Theory (SLA) which postulates that the comprehension of a specific variety determines how well Global Education fulfills its goals.

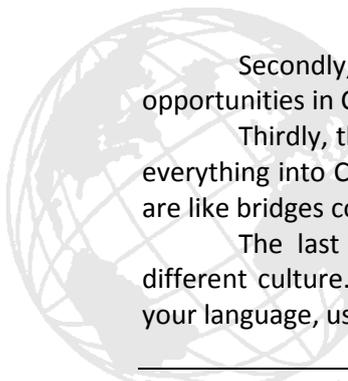
Presenter: Liu Mengyuan
Institution: Beijing Union University, China

Study English or insist on your language?

Jay Walker said that the world has a mania for learning English, especially in China. Most Chinese students are forced to study English by law. The English test contributes 25% of the Gaokao, the national college entrance examination, which decides a student's fate in future. In 2014, however, the Ministry of Education has released a reform plan that English will not be included in Gaokao. It's an interesting change. Why Chinese government use to encourage students to learn English and discourage English learning now?

Thirty years ago, the government planned to modernize the country and empower the citizens through education. Chinese is an old language with long history. But English is the key to modern world. To get a better job and a wonderful life, students study English extremely hard. I believe English is still important in future around the world. But it will become less important in Chinese education. There are four reasons:

Firstly, English learning in China have made many students exhausted. The English education reform will be a big relief for students. They can focus on other subjects now.



Secondly, with the development of Chinese economy, more and more knowledge and opportunities in Chinese have been created. English is no longer necessary to find a good paid job.

Thirdly, thanks to the large population of Chinese, there are lots of volunteers who translate everything into Chinese on the Internet. These volunteers have studied English very hard. Now they are like bridges connecting languages and free other Chinese students.

The last reason is for the society. Our world needs diversity. Every language means a different culture. Every culture has its unique charm. Not everyone has to insist on English. Mind your language, use it to spread great ideas.

Presenter: Leanne R Radabaugh
Institution: East Carolina University, USA

The Effect of Teacher Mediated Vocabulary Discussions During Read Alouds

This action research study utilizes a quasi-experimental pre-/post-test design to examine the effect of teacher-mediated vocabulary discussions during read alouds. Participants are 40 second grade students. During this six-week instructional intervention, fourteen students participated in discussions of targeted vocabulary both in the context of the read aloud text and in the context of their own lives. They also participated in discussions of examples of the targeted vocabulary, of non-examples of the targeted vocabulary, and of synonyms for the targeted vocabulary. Sixteen comparison group students were incidentally exposed to the words during the read aloud. Data sources include a multiple choice assessment, an open ended assessment that requires students to give examples and non-examples of the targeted vocabulary, and a researcher log. Quantitative (independent samples t-test) and qualitative data analysis is currently in progress. Results and implications will be shared.

Presenter: Darya Galyaminskikh
Institution: Institute of Foreign Languages, Ural State Pedagogical University, Russia

Discursive Practices of Bilingual Speakers in Teacher Training: Russia and Peru

The process of globalization leads to lexical borrowing in other languages. It takes the form of language expansion and excessive use of borrowed words with different level of assimilation in the case if there is no lacuna in the recipient language or the borrowing does not reflect realia. The use of borrowings characterizes the speech behavior of the youth since the latter is most liable to any changes in the language.

Among well-known works devoted to the investigation the youth speech portrait are S.V.Leorda's research "The Speech Portrait of the Modern Student", which fully characterizes the speech of a modern student and stresses the main features that can help to make their speech successful and effective, and V.A.Kozyrev and V.D.Chernyak's paper "The Speech Portrait of a Student: Characteristics of the Vocabulary". The latter found out that lacunas and the predominance of passive vocabulary over the active one leads to inadequate speech behavior as well as decreases effectiveness of communicative influence.

The current paper is focused on speech behavior of bilingual students in Peru and Russia. Within teacher training practice, the author studied speech behavior of the students of the faculty of economics and international business of ESAN university, Lima, Peru. The data collection method was observation. Simultaneously the author investigated the speech behavior of the students of the English department of USPU, Yekaterinburg, Russia for several years, whose speech is rather rich in borrowings. Both groups under discussion are considered to be artificial bilinguals as they speak two lingua-cultural codes, one of which was acquired under certain conditions, i.e. learning process.

The research methodology included synchronous description of the material (2 years), componential analysis, lexical comparison method, elements of contrastive analysis. Cognitive and associative experiments were conducted to collect and further analyze the data. The latter was collected with the help of participant observation that implies direct observation of the students in question. Speech acts were transformed into texts without any editorial editing, with the maximum conservation of situational features (extralinguistic and paralinguistic communicative conditions).

In the course of the research (86 written and oral cases of code switching in English by Russian students and 80 cases of code switching by Peruvians) it turned out that the distinctive feature of the students' speech of both countries is the use of foreign borrowings in informal communication. However the tasks the borrowing determine differ: in Russian students' speech behavior they perform a password function (30,2%) justifying the belonging to the social group of English teachers. While in Peruvian students' speech behavior borrowings perform a status function (45,6%) emphasizing leveling of classes using the English language in everyday communication. The conclusion above is made on the basis of the following differences:

1. The link to micro-social context in Russian students' speech (*этот лигал очень формал; *есть план финал проджекта; *а есть еще как стартинг поит вопросы на эгри и дисэгри) and the absence of such in Peruvian context (*eso es un team; *vamos a la fiesta, you know; *esperame un touch)

2. The character of the borrowings. Russian students use professionalisms (*нужно сделать первый эссаймент, *в смысле граматные и fluent, *она сказала, что сколько хотите экстенсива сдавайте), while the borrowings of Peruvian students are confined within the everyday colloquial vocabulary (*como estas? - fresh, *soy un gamer, *nos contamos tanta cosas, eres tan cool)

3. The character of addressing. The situations under consideration are characteristic of the intercourse between familiar people, but Peruvian students are not likely to use borrowings in conversations with people whom they do not know, they make an inquiry about a certain cultural and educational level of intending interlocutors prior to the conversation.

The research conducted allows to make a certain contribution to designing the speech portrait of the students as a social group on the basis of lexicon in the similar situation of bilingualism when the second foreign language acts as a language of international communication, possesses the higher level of prestige. The speech behavior of the students learning "exotic" foreign language (Chinese, Russian, etc.) is presumably different from the speech behavior of the students learning "standard" foreign language (English, Spanish, etc.). These aspects of the discursive practices might be considered as a topic for prospective research.



Business Education and Training



Presenters: Students from Universidad del Rosario
Institution: Universidad del Rosario, Colombia

The Role of Business Education in Colombia

In recent decades, acrossing countries worldwide changes in economic structures, motivated by the rising tides of globalization, and the various technological and scientific advances that fall within a competitive environment. The internationalization of economies, trade liberalization expectations by way of free trade agreements (FTAs) are just a few examples of the dynamic global environment that have generated instability, uncertainty and complexity in the environment in which contemporary organizations operate.

The recent financial and economic crises have impacted organizations and their environment so now more than at other times, it requires an attitude that allows management to successfully face new business challenges in a global context more volatile, more competitive and more uncertain. Under these conditions, the programs of International Business Management constantly had to adjust their curricula to incorporate all political, social and economic changes that the world has suffered in the last decades.

As stated in Buitrago and Echeverri (2010) "In the last decades of the twentieth century, the rapid economic, political, social and technological changed relations between countries. In addition, the events of the early years of this century have transformed the nature and development of trade and the dynamics of business and organizations. This environment poses major new challenges for management, because the dynamics of global markets and the growing internationalization of economies".

Colombia requires fundamental changes in their production structures, the diversification of their exports, and in managing their business and their markets, the aim of this proposal is to discuss the importance of Business Education in the complex globalized environment that forces students and future managers to think out of the box and foster the development of the economy.

Presenter: Liz Mara Orellana B.
Institution: Universidad Del Pacifico, Ecuador

Opportunities of Business in Ecuador

Ecuador is a business opportunity country. Public investment had allowed an important improvement related the systematic competences and the Ecuador comparatives competences. Industrialization projects as the new hydroelectric plants, give to Ecuador, a big advantage in the region related to electric and fuel taxes to the productive and commercial activities. The easy access to telecommunications services generates technological innovation and the development of products with a plus value. Transportation had experimented truly changes. Ecuador is a small country, has three international airports, navigable rivers, good urban and rural transport, with an excellent infrastructure on the roads, and, lately, Ecuador use the train as the principal touristic transportation. The nature of Ecuador is maybe, the most important competitive advantage. New investors need to know about these opportunities of business and the economical environmental of the country.

The principal economic indicators show the inflation under control. The 2014 FMI report shows an increased growth in the Ecuadorian economy. Most indicators PIB, industrial PIB, no petroleum PIB, unemployment, education, public security, social benefits, politician inclusive, the

prices ascent, are positives. The official currency is North American Dollar for this reason the currency devaluation risk was eliminated.

The Government is us give support to search opportunities of business in Ecuador through The Ministry of Foreign Trade, Industrialization and Fishing, and, organizations as PRO ECUADOR – Institute of Trade and Investment Promotion. The private companies are working to do an attractive environmental to the abroad investment to reach mutually beneficial arrangements. In Ecuador exists opportunities of business for new products and services and to improve products and services existing. The most important factor is to show it to the world and to see it and take or create the opportunities.

Presenter: Enrique de Jesus Parra Tello
Institution: Universidad Regiomontana, Mexico

Global Leadership

In today's world one of the main problems of the society is the economy we are living today; an economy that is affecting all kind of social level around the world, making people to work hard every day to earn the minimum salary and even if that's not enough the government make rules for they benefit imposing taxes to products that people need to their daily life. That's why the world need people who are willing to make this world change, people who have the dream of see this world reborn in a way that all rules are made for people and their benefit, in other words this world need leaders.

The solution of this problem is to give to young population an education made for all the world for evade this crisis the word to this young people is "entrepreneur", because this kind of leaders are always proposing ideas to innovate solutions and they don't depend from government, or other people, they are always chasing their dreams, they can make an idea or a dram could change the world this is the kind of leadership today's world need.



Women in Politics and Management

Presenters: Iwona Janiszowska, Renata Krawczyk
Institution: Krosno State College, Poland



Women's Position in Politics and Labour Market in Contemporary Poland

The aim of this essay is to present the position of women in politics and labour market after Poland's accession to the European Union in 2004. The recent reports on Polish women's participation in politics show a considerable increase: from 25% in 2002 to 38% in 2010. Yet, although the number of women MPs has increased in absolute terms, there is still a meaningful disproportion between the number of male and female politicians in Polish parliament. There are several important reasons responsible for these disproportions, one of which could be the patronizing attitude towards women often expressed by male politicians in public debates or in the media. Another factor responsible for the underrepresentation of women in parliament is the absence of their names on the top positions of electoral lists, therefore fewer women win election. As a result, in 2014 global gender gap report Poland is ranked 57th among 142 countries with regard to the number of women sitting in national parliament.

A similar situation can be observed in employment. In 2003 the employment rate reached 47.8%. Whereas the latest comprehensive review of statistics in women's employment rate shows a surprising decrease to 45%. There are several causes of the weak position of women in the labour market. First of all, the general level of unemployment in Poland is quite high (around 11.5% in January 2015). Secondly, many women get discouraged from active seeking jobs because of unequal payment. Despite the legislation aiming at leveling the differences in salaries, women are regularly denied their rights to equal pay for equal work. The statistics show that a female college graduate earns less than her male colleague. At present the average salary of women is c. 3500 PLN whereas that of men is 4500, or more, PLN. Thirdly, the majority of women occupy professions which are less respected and thus less paid, and where the prospects for promotion are poor ('glass ceiling' and 'sticky floor'). Finally, many women succumb to social pressure, deriving from the still prevailing in Poland, traditional model of family, and give up, permanently or temporarily, their jobs.

Although the European Union has been taking measures which should considerably redress the situation of women in labour market as well as in politics, in Poland women's position is still unsatisfactory in many spheres of life. Many Polish women feel that they have to work harder than men to achieve a similar status at their workplace. Even though their position has improved considerably within the last decade, still their work tends to be underestimated and they often earn less than men.

Presenter: Courtney E Sparks
Institution: East Carolina University, USA

Surviving the Mean Girls: Relational Aggression in the Workplace

Mean Girls is a movie in which a group of high school girls formulate intentional relationships and bonds with one another that circulate around hidden agendas. Often these relationships are superficial and utilized as a tool by an exclusive few to feed their individual needs in intimidating social situations in which power, superiority, and dominance is desired. These relationships are often fueled by a term known as relational aggression. Relational aggression (RA), is indirect social aggression, and is a subset of bullying usually involving women. RA is "designed to harm another through the exploitation of a relationship". This destructive social pattern does not end on

graduation day. Instead, RA proves to be a socially acceptable way to dominate and control others without accepting personal responsibility. Unfortunately, relational aggression is almost impossible to identify for those who are not trained. Thus, RA becomes and a manipulation instrument that people, particularly women find useful in their social lives but as stress levels increase in their job, is also useful and, ironically, rewarded in their workplaces. The purpose of this research is to identify issues associated with relational aggression in the workplace while exploring literature on women dominated fields, such as, nursing, teaching, and social work. It is believed that this subset of workplace bullying may be more crippling and hazardous for the targeted individuals than the effects of all other work-related stressors combined. The Cochrane systematic approach was used to identify key literature and data relating to the terms: workplace bullying, policies and social work. Major findings include the ambiguity that exists with the conceptualization of relational aggression; workplace and bullying aggression has damaging impacts on the work atmosphere and the individual's well-being. In conclusion, the reviewed research suggests that actions should be taken to bring attention to the issue of relational aggression as it relates to its predominance in the workplace. More importantly, professional organizations and college campuses should offer specialized trainings that bring awareness to relational aggression specifically focusing on identification, prevention, intervention, and skills to survive the current Mean Girls phenomena.

Presenters: Olimpia Karwat, Monika Samborowska
Institution: Krosno State College, Poland

Shattering the Silence about the Glass Ceiling

Women in executive and senior management positions in Podkarpacie region, Poland

The subject area of the poster embraces the disproportion between the numbers of women and men holding executive and senior management positions in chosen institutions of Podkarpacie region. The institutions that will be subjected to a statistical analysis in the poster comprise hospitals, schools, and business enterprises.

The choice of particular institutions was determined by the fact that they constitute the most important educational, medical and business establishments, and they are essential in attempting to portray the exact scale of the issue. The poster will present the data illustrating the scale of the 'glass ceiling' issue in Podkarpacie region.

While collecting and analyzing the data the main focus of our interest was on fifteen institutions of each group (15 hospitals, 15 primary schools, 15 secondary schools, 15 large local companies) in Podkarpacie region. The statistical data of our survey will be represented graphically in percentage terms.

In The Shadow of Men's Hegemony

Women's participation in local government authorities in Poland.

The subject area of the poster will illustrate the disproportion between the numbers of women and men holding important political positions, such as a mayor or regional governor, in local government authorities in chosen towns and cities in Poland, especially in Podkarpacie region.

The choice of particular posts was made on the basis of the fact that they represent the most important groups of political establishments, and consequently they well reflect the exact scale of the issue. The poster will present the data showing the scale of the 'glass ceiling' issue within whole Poland, with special emphasis on Podkarpacie region.

While collecting and analyzing data the main focus was on the most relevant political posts, regarded as being reputable and influential within a particular local community, including Podkarpacie region. The results will be presented in the form of a specially designed graph.

Presenter: Wang Mengfei
Institution: School of History Civilization, Shaanxi Normal University, China

Keeping a Watchful Eye on Women's Issues around the World

Nowadays, the issues of women is making a sensation to people around the world. The motif of fifteenth session of the International Film Festival is focusing on global women's issues. In the evolutionary of human, the status of women changed a lot. With the development of the human society, there are more and more women's issues appearing.

At the foundation of research to the women and the events happened in the society, I summarize the women's issues as following:

1. The Violence to the Women. I think is the most serious issue is the violence to the women, including the social violence and family violence. Violence to women is a lasting issue in the whole world, resulting in women's death, disability and endless pain, including the physiological, mental, sexual and economic issues.

2. Women's Health. It is known that there are number of women die due to the breast cancer and other gynecological diseases. Every year there are lots of women suffers the torment of the diseases.

3. Gender Discrimination. It incarnates in so many aspects such as the unequal status in the society, the discrimination to the women in the operating post, the rights of receiving education and so on.

4. Late Marriage. Women's late marriage has become a social issue. In many countries it has been a widespread phenomenon. In a survey, about 95percent women show that they do not want to get married for various reasons. At Feb.6th, the government of Korea indicates it will take measures to remit the serious issues.

Women's issue around the world is a worthwhile concerning. It is essential to keep a watchful eye on women's issues and think available ways to solve around the world.



Global Health Issues 2

Presenter: Alan Guillermo Zamora Téllez
Institution: Facultad de ciencias económicas y administrativas, Universidad Regiomontana, Mexico



Fat world

To talk about the overweight and obesity we need to know what they are, overweight and obesity are defined as abnormal or excessive fat accumulation that may be harmful to health. The body mass index (BMI) is a simple indicator of the relationship between weight and height that is commonly used to identify overweight and obesity in adults. It is calculated by dividing a person's weight in kilos by the square of your height in meters (kg / m^2). The WHO definition is: a BMI equal to or greater than 25 determines overweight. A BMI equal to or greater than 30 determines obesity. In 2014, more than 1900 million adults aged 18 or older were overweight, of which 600 million were obese. In 2013, over 42 million children under five years of age were overweight. While overweight and obesity long ago were considered a problem of high-income countries, currently both disorders are increasing in low- and middle-income countries, particularly in urban environments. In developing countries with emerging economies (classified by the World Bank in low- and middle-income) the percentage increase in overweight and obesity in children was 30% higher than in developed countries. Globally, overweight and obesity are associated with an increased number of deaths than insufficient weight. The majority of the world population lives in countries where overweight and obesity claim more lives than underweight (this includes all high income and most middle-income). The fundamental cause of overweight and obesity is an energy imbalance between calories consumed and expended. In the world, there has been increased intake of energy-dense foods that are high in fat, salt and sugars but low in vitamins, minerals and other micronutrients, and a decrease in physical activity as a result of the increasingly sedentary nature of many forms of work, new modes of travel and increasing urbanization. Often changes in eating habits and physical activity are due to environmental and social changes associated with the development and lack of supportive policies in sectors such as health; agriculture; transport; urban planning; environment; processing, distribution and marketing of food, and education. A high BMI is an important risk factor for noncommunicable diseases, such as: cardiovascular diseases (mainly heart disease and stroke), which were the main cause of death in 2012, diabetes and musculoskeletal disorders (especially osteoarthritis, a degenerative disease very disabling joints). The risk of these noncommunicable diseases increases with increasing BMI.

Presenter: Mansi Trivedi
Institution: East Carolina University, USA

The Globalization Of Medicine: A Look at Ayurveda's Increasing Presence in Biomedicine

This thesis examines the rich history, principles, and methodology of the traditional Indian medical system called Ayurvedic Medicine, how it is being adapted through its contact with biomedicine, and how it is presently being practiced, both in India and abroad. The earliest evidence of healthcare in India can be traced to the Dravidian civilization of the Indus River Valley more than 4,500 years ago. However, the written origins of Indian medical practices emerge out of the earliest primary texts of Hinduism compiled about 3500 years ago. It is in these texts that the central concepts of the Ayurvedic system are first mentioned, including the three doshas or humors, dimensions of the body

that must be in balance in order for a person to experience good health. Subsequent Hindu scriptures consider how health and spirituality are related to each other and reveal the historical development of Ayurvedic medical principles. It is from this religious context that Ayurveda emerges as a systematic medical tradition in India approximately 450 BCE.

Ayurveda has proven to be a dynamic tradition, responding to ever-changing cultural influences and historical movements. However, as new practices are assimilated into the tradition, old ones are preserved or adapted. As a consequence, Ayurveda has remained current and meaningful to people throughout the centuries, and it has endured as a medical practice in India for over 2,500 years. More recently, the mutual influence and convergence of ideas between cultures and religions has led to the globalization of medicine. The increasing mutual influence between Ayurvedic medicine and biomedicine provides a fascinating case study of such intercultural exchanges. In this study, I will explore these interactions through the examination of Ayurvedic practices and principles relating to reproductive medicine, both through textual analysis and field research in India and the United States.

Presenter: Oralia Badillo Ramos
Institution: Universidad Regiomontana, Mexico

World Health

Cancer is a leading cause of death worldwide, accounting for 8.2 million deaths in 2012. The most common causes of cancer death are cancers of: lung (1.59 million deaths), liver (745 000 deaths), stomach (723 000 deaths), colorectal (694 000 deaths), breast (521 000 deaths), esophageal cancer (400 000 deaths).

Knowledge about the causes of cancer, and interventions to prevent and manage the disease is extensive. Cancer can be reduced and controlled by implementing evidence-based strategies for cancer prevention, early detection of cancer and management of patients with cancer. Many cancers have a high chance of cure if detected early and treated adequately. More than 30% of cancer deaths could be prevented by modifying or avoiding key risk factors (tobacco, overweight, alcohol, HPV, etc). Cancer mortality can be reduced if cases are detected and treated early. There are 2 components of early detection efforts: Early diagnosis and screening.

A correct cancer diagnosis is essential for adequate and effective treatment because every cancer type requires a specific treatment regimen which encompasses one or more modalities such as surgery, and/or radiotherapy, and/or chemotherapy. The primary goal is to cure cancer or to considerably prolong life. Improving the patient's quality of life is also an important goal. It can be achieved by supportive or palliative care and psychological support.

We all are committed to participate in the prevention programs and struggles to fight against this devastated health issue. Education programs include: tobacco abstinence and health lifestyle issues. Government and public associations must contribute on the development of those initiatives to motivate people. We have to take into account that any prevention program can succeed if every person don't be responsible of their own health and take part in specific actions oriented to prevent such devastating health issue.

Presenter: Stalin Sandoval R
Institutions: Universidad Del Pacifico, Ecuador

Medicine in Ecuador

Medicine in Ecuador is going through a number of both economic and political changes; the government takes decisions about the development of generic drug which has a policy on access to medicines. This means that companies intend to provide generic drugs at a fair cost. With this policy

Ecuador will be enhancing its horizons into a drug economy which is expected to reduce by up to 40% the public spending on medicines.

The national government is making agreements with countries like India and Spain, these two countries are responsible for signing agreements in which the transfer of technology, staff training and the necessary international certification is included. Ecuador is currently negotiating prices of about 200 and 300 drugs with these in order for them to provide a list of around 700 authorized medicines in our country.

This will allow regulation drug prices on greatest demand, and thus, strengthening our domestic pharmaceutical industry. Generic drugs have a price limitation, which will be the midpoint between generic and brand product.

In conclusion all these regulations and policies taken by our country will cause commotion in the population, as it not only affects people who have taken drugs treatments but also affecting distributors. Seeking negotiations white laboratories at fair prices will in turn provide quality medicines for our population.



Global Education



Presenter: Adelina Bilalova
Institution: Department of Foreign Languages and Area Studies, Lomonosov Moscow State University, Russia

How to Reduce Stereotypes: Intercultural Communication in Volunteer Work Camps

The aim of the presentation is to share my experience in the field of cross-cultural communication on the basis of my first volunteer experience in Germany where I worked in a volunteer work camp. This experience not only provided a healthy boost to my self-confidence it also turned out to be a great opportunity so far as intercultural communication is concerned. Being a student of the Intercultural Communication Department I wanted to find some scientific evidence and proof of the supposition, that during and due to interactions between representatives of different nations people can more easily get rid of their prejudices and stereotypes related to representatives of other cultures.

One of the American researchers in the field of stereotypes Gordon Allport, suggested that group interactions are needed to improve relations between the group members. According to Allport, common goals within a particular situation, intergroup cooperation as well as the support of state and local authorities are needed for successful communication and understanding. My work in the volunteer camps has confirmed his theory 100%.

Volunteer work camps are the place where people are united by one goal. They live together and are involved in real practical work together. Everyday communication with peers can lead to discrediting many myths related to different cultures.

These international work camps are worldwide. But not many people know that there are plenty of volunteer opportunities in Russia: every year all kinds of volunteer camps are being opened. Representatives of different nations are welcome to come to Russia and discover our culture, in which elements of Western and Eastern Civilizations are combined.

I would like the participants of the Conference to share their view and experience on the international volunteer activities which can bring people together and contribute to a better understanding of modern life in a multicultural world.

Presenter: Nicole Jironza Santana
Institution: Universidad del Pacífico, Ecuador

Opportunities to Study Abroad

This abstract is to inform about the possibilities that Ecuadorians have to study abroad. 40 years ago, studying abroad for Ecuadorian people was something completely away from reality, a distant possibility, a dream that will probably never would be fulfilled, even the very fact of knowing a language was unattainable for the generation of our grandparents and parents; and that is because learning was so limited, and the need to expand knowledge of other cultures and languages wasn't important. But today trend is different, and I think in the future the demand for education in new topics will pass the limits the human didn't consider now.

The objective of this research is to show the different possibilities that exist in Ecuador to study abroad, and give to know these opportunities for many young people who want to prepare in universities at worldwide.

Through research conducted by internet, universities and various embassies in Ecuador, it can be said that -in relation to previous years- it has been considered the need to break barriers for Ecuadorians to study abroad, and different programs are granted by SENESCYT, IECE, different

universities with academic exchange program and various embassies open their doors to meet this need. It has recently implemented a program called International Baccalaureate for the best students from different participating schools. And there are courses qualified by the various embassies for the best student of that language; the institution will provide a scholarship with expenses paid for better preparation of languages. An example of such programs are in schools like Siyuan (School of Chinese-Mandarin).

To conclude, I just want to mention that education programs, particularly methods to study abroad, have improved over the years; perhaps in the time of our parents was impossible, but this possibility to prepare has increased. One thing in common that should be reviewed and I mention with a recommendation is that lack of information is as big or little exposed, many young people do not know the academic exchange programs, postgraduate courses abroad and institutions that make it possible, therefore I recommend strengthening this pillar.

Presenter: Ms. Ana Hussain
Institution: Fatima Jinnah Women University, Pakistan

Global Education: Broaden My Horizon

Global understanding!!! A new experience and Horizon for me, and I can say that, a new experience is always a different experience. In my case, it will not be wrong, if I call it a good experience. This was something out of the traditional learning ways which we were following from years. This was a new exposure and interacting with students of another country having different cultural norms, traditions and value was something out of the box. And secondly, interacting through video conferencing make us feel like we are connected to the world. The advancement in technology really makes the world a global village for me especially after these classes. Being a developing country we are quite backward in sphere of technology but this effort from our university is really admirable. Our big problem is specially hesitation in English speaking I will say. Because our national language is different so we, to be very honest do not feel comfortable while talking in English. But this session really rooted out this fear too. There were two universities in our session. East Carolina University and Algeria University. Experience with both was unforgettable. East Carolina University is in a developed country so technology advancement was clearly noticeable. No issues in video, voice, time punctuality, lights, everything was proper and according to need. Algeria is a Muslim university so we felt many similarities between us. Algerian language is Arabic so it was quite difficult to make them understand and communicate with them. I will say that this is a good effort made by university to make us feel in touched with the world and technology. It gave us a broad vision and exposure. This effort will help us in our practical life. Global understanding course is overall a good effort and it should be further continued for future.

Presenter: Sadia Mukhtar
Institution: Fatima Jinnah Women University, Pakistan

Global Partner's Intellect Disclosure

Fatima Jinnah is a public sector university for a woman that is providing a quality education to its students. And being the students of this university we were given an opportunity to take the course global understanding with the student is of two foreign universities the East Carolina University USA and UBAT University Algeria. Our experience of Global education and interaction with global partners was very good. Especially our sessions with the students of ECU were quite informative. Because of having diverse culture we learned much more about their society and socio-cultural practices. They all were friendly. We the students of FJWU did joint projects with them over the cultural issues. In that projects our global partner presented his own slides that were on US

perspective about a particular cultural practice and the here we presented the Pakistani perspective on some cultural practice. The other university was an Algerian university named UBAT. Algeria is a Muslim country and majority of the class was Muslim. So there were great similarities between the both cultures because of having the same religious background. But it was observed that the aspect of gender was given more attention in comparison with Pakistan. The women literacy rate was higher in the Algeria. And a large number of women were working on managerial positions. The discrimination on the basis of gender was lower in that society. And the Pakistani society was heavily influenced by the Indian culture in terms of marriage and death ceremonies. While in the Algerian culture simplicity in the marriage ceremonies was given value. It was a different way of getting knowledge and education. The students from different cultures came together to know about each other cultures through video conference. To interact or communicate with the foreign students developed a confidence in us to communicate with the people from the cultures. Communicational skills were increased.



Education Issues 1

Presenter: Sylwester Urban
Institution: Krosno State College, Poland



Teaching How to Write in English in Polish Elementary Schools. Possible Problems and Solutions

This research was designed to define factors that cause writing problems in the early stages of learning in Polish elementary schools, to define teacher's role in teaching writing, to give hints how to improve this skill, and to demonstrate practical applications of ideas for writing. The first part of the study defines, and briefly describes the three factors that cause writing problems in young learners. The second part of the paper explains the early stages of learning along with activities how to write in lower elementary classes, and defines the teacher's role in the process of writing. The third part of the research gives hints what activities can be used to teach writing in upper elementary classes. The fourth part of the investigation demonstrates the practical applications of ideas for writing in Elementary Schools. Throughout the paper there will be pictures attached to demonstrate certain implications and activities.

Presenter: Meerbek Kudaibergenov
Institution: Kyrgyzstan-Turkey Manas University, Kyrgyzstan

Local Change through Global Education

Today the people of Kyrgyzstan stand at losing their cultural identity. At the root of this is the ongoing replacement of our own literature with that of foreign literature. For instance, parents have begun reading tales and singing lullabies to their children in Russian. These imported stories do not carry the cultural values of my nation and its people. Rather, the retelling of these stories to young children, although seemingly innocent, has disturbed the traditions of our ancient nomadic people. Young people, as a result, no longer concern themselves with honoring the spirits of the deceased, giving respect to elders, or living side-by-side with nature. This issue, born from the Soviet doctrine of Socialist Realism that systematically displaced the languages and mentality of the smaller populations with that of Russian, has given rise to a nation of Kyrgyz devoid of language and literature. Without these two items, as Abduylhamid Suleyman Cholpan, an Uzbek Jadidist writer of the early twentieth century once reasoned, our nation will be "deprived of consciousness, view, ideology and so it gradually decays."

The goal of the presentation, therefore, is to expand on the topic of the gradual decay of my country's heritage and culture by emphasizing the primary aims of Global Education. By doing so, the presentation will also suggest a possible solution of the problem and make an attempt to empower the participants of the Global Issues Conference to take actions to address the mentioned concerns.

Presenter: Ms. Saima Haroon
Institution: Fatima Jinnah Women University, Pakistan

Online Global Education and Intercultural Competency

The Global Understanding experience emerged as a fine opportunity to capitalize on my ambitions. It has provided me with a platform to connect to a wider audience across the globe, which in turn, has maximized my interaction-cycle. Not only has it added to my knowledge-building but, it has also instilled confidence within my individual-self, as I was able to portray my skill-sets more efficiently,

during interaction. To begin with, it was a great learning experience, as we had a one-to-one discussion with the students and, we learnt about their norms and practices of each other culture. The interaction not only added to our knowledge but, it also proved instrumental in dispelling some of their misconceptions about Pakistan and Islam, at large. They were not given the picture of Pakistan as a land of ruthless people but, that of mindful individuals who are willing to contribute positively to the world peace and progress. This optimistic view of Pakistan was even appreciated by their instructor, right after the first discussion-session. Despite the fact, that we were all connecting for the first time, yet the interaction was very sound, as we felt most comfortable with each other. Generally, the students were friendly amongst them and, were able to communicate very effectively, regardless of the language-barriers. Conclusively, a detailed and meaningful conversation took place. Furthermore, it has contributed to my capacity-building, and has prepared me to meet the future-challenges, diligently. Henceforth, I believe that with the achievement of my personal and professional goals, I would not only be able to build a fine social-stature for myself but, also contribute efficiently and productively, towards the community-building. Lastly, I am of the perception that such culture-exchange programs prove instrumental in merging the boundaries by posing a message of global unity.

Presenter: Anna Hejnar
Institution: Krosno State College, Poland

The Impact of Polish Migration upon Poland

Polish Immigration has consistently been in the headlines in recent years as a chain reaction to joining the European Union in 2004. The Opened Borders are seen as a new hope for a better life. Migration to EU countries has become a choice for some and a must for others. As a result, with over 2 million Polish migrants there is a need for responsible migration to become reality for Poland.

The aim of this paper is to discuss the impact on Poland of migration from Poland to other EU countries. The main focus will evolve around the intellectual 'brain drain', industrial skill shortages, and specialized professionals in the Health sector and education, for example, that directly concerns the development of Polish society. The Polish government's current policy appears to be flawed as it does not attempt to raise social standards of living which only encourages further migration.

The paper will argue that the current Polish government have undertaken very limited actions to stabilize the welfare and security of its citizens and discourage migration to EU countries. As a result the impact on the future of Poland – her education and health system; economic productivity; and ability to fund her services through locally raised taxation – is seriously challenged. The conclusion points to the need for change and an alternative approach encouraging the skilled and educated to remain in Poland and work towards her development.



Education Issues 2



Presenter: Zynat Esenalieva
Institution: Kyrgyz-Turkish Manas University

Kyrgyzstan: Importance of Education and Teaching Methodology.

Education is simply the soul of a society as it passes from one generation to another.
G. K. Chesterton

The importance of education in today's society is great, especially, in terms of intercultural communication. A lot of young people are eager to learn languages, because they see the opportunities that this knowledge provides. "One will never have obstacle in life if he knows at least one foreign language" is today's most used phrase and becoming a kind of proverb in our society. Even parents are encouraging and supporting their children to learn English language. I think that this is a very fruitful endeavor, because not only does it provide opportunities for education and employment, but it strengthens the relationships between the countries, creates friendships between people from different parts of the world and, most of all, helps us to enrich our outlook through communicating with other nations.

I live in a county where most young people are literally hunting after a good education. I have lived and graduated from the school in the small town of Toktogul, Kyrgyzstan. During my school years I had no idea what the university was, because there were only few students who continued their studies and went on to universities. Many things have changed in a better way since then. My full research work tells more about these changes sharing with teaching methods of private school `Bilimkana` (eng: Science House), where I am currently working.

As a young teacher, I am observing and exploring more and more each day. I can clearly see that teaching methodology is currently facing a crucial problem. Even though teachers are being taught different interactive and collaborating methods of teaching, most teachers don't show this in practice. It is difficult to change teaching habits of directive teaching. Most private schools' aims are to prepare global citizens. Students have computer class and learn English language from the first year of school. This is a new and unique in my country, Kyrgyzstan. I believe our positive results by encouraging our students to take part in the learning process which will create interactive learning. As Rita Pierson says, we should try to connect with our students in a more real, human and personal way.

Presenter: Ms. Halima Amjad
Institution: Fatima Jinnah Women University, Pakistan

Learning experiences from Global Understanding Class

An experience which can remove my blinkers, here I am going to share my own personal experiences. In this the teaching methodology was different from our institution, we have a face to face interaction with each other in the class by video calls, and every issue we discussed with each other and also with our partners by chatting and in that class any lecture was not delivered by any lecturer. By this face to face communication with the other university I improve my English speaking and also a method how to interact other by video calls. Gaining knowledge and learning from others is a part of life. Those who have knowledge they also have power. This build a communication skill in me and this is not only important for me in this University or in this course but this can help me in my whole life. While talking with our partners I get much more knowledge about their norms, values, culture and traditions, which I have never listened before. Technology has brought many

changes in every people's life and it has changed the life of every individual living in this era. With the help of these technologies we are better able to communicate with others in many different ways. Whatever I have gained in this class is just because development of the technology. The students were of different cultures and they get together to learn and have idea about every cultures. Interaction and communication with the foreign University build confidence and discuss our culture and societal problems with them. Over all the class was very well mannered and the knowledge and information I gain from them is very useful in our whole life. I suggest further continuing this class for every session because it is beneficial in every student's life. This is a new method of gaining knowledge with other University students.

Presenter: Ruth Thomas
Institution: Universidad Regiomontana, Mexico

Human Rights Worldwide

We, as humans, have the right to believe in what we want, here in Mexico we have the 24th article that says we can practice any religion we like, and so why in Chiapas Christians are being murder? Why are they being beaten to death? And worse, why does the government doesn't do anything to stop it?

In Turkey they also have religion laws explaining that people can believe in what they want to, so why the Islam is allowed to hurt Christians? They cut their hands more than 50 times with purpose to make them useless, making it impossible for them to turn the pages of the bible. And all this just because they believe in Jesus?

In Nigeria more than 350 Christians were murdered, leaving children without parents, mothers without sons and husbands without wives.

The list goes on and on, it is like we are going back in time to slavery, that if you don't believe in what people want you to, you get in trouble.

They call Christian's racist saying that they discriminate everyone who doesn't believe in Jesus but the murders, the blood, the death people, the newspaper and the online articles tell us different.

Who are you to judge? To discriminate? To tell people what to do?

We can make the world a better place to live, let's stop racism, stop murder, stop criticizing others, let's love one another, let's help, let's leave our differences apart and act like we are one.



Global Tourism and Environmental Issues



Presenters: Irina Portocarrero Beramendi and Jimmy Mendoza Chuquillanqui
Institution: Universidad Continental, Peru

Global Tourism

Tourism competitiveness is an important economic indicator being one of the most important elements in economic stimulation packages. Tourism is among the largest employers in most countries and also a fast-lane vehicle into the workforce for young people and women. Encouraging travel boosts consumer and business confidence is strengthens two-day trade and promotes export income.

It is therefore not surprising that Peru is one of the most visited places, if so we want to present our ideas about world tourism taking Peru and Peruvians as an example.

First of all we will show the number of people from different parts of the world visiting the country and how this impacts the economy positively and, of course, the sustainable growth of our cross-cultural knowledge (the preservation and celebration of local festivities and cultural events). We are going to show positive results of it.

In the second part the presentation will show the challenges Peru faces while taking on so big number of tourists. We are going to give examples of problems world tourism brings and steps which are taken to defend the natural and cultural patrimony of the country. Also we would like to show our ideas on how to vary tourism in Peru (we have much more to offer than just Machu Picchu, Titicaca and Lima) and how to make tourists more interested in taking a deeper look not only at the past of our country but at the present as well.

In the last part we are going to talk about tourism as a necessary part of human development (providing cultural exchange between hosts and guests). Following antique saying *Navigare necesse est* we want to ask how and why visiting different cultures make our own lives better. In this place we will present the ways to higher the number Peruvian tourism to other countries. We see the low rate of our countrymen travelling around as one of vectors which impedes the development of Peru.

Presenter: Charis Nicole Tucker
Institution: East Carolina University, USA

Exploring the Attitudes and Behaviors of African American Tourists

The United States is experiencing a shift in racial demographics. Recent projections suggest that minority groups will make up nearly 50% of the population by 2023. Such increases have made the topics of race, ethnicity, and culture an appealing area of study for researchers and tourism professionals alike. Despite such interest, there are still large gaps in literature about African American Travel Trends. Existing explanations of differences in African American travel suggest that decisions are made due to marginality (generally economic) or ethnicity (subcultural values). Neither explanation takes into account the longstanding history of prejudice and discrimination experienced by African Americans and its potential effect on current attitudes and behaviors. Because travel preferences may be a by-product of learned behaviors passed down through generations, it is imperative to understand both current and historical aspects of leisure behavior.

Despite recommendations dating as far back as 1978, additional gaps persist regarding the existence of actual stories detailing the experiences of African American travellers. Breaking away from the traditional statistical data, this study will explore the development of attitudes and behaviors of African American travellers. For the purposes of this study, data will be obtained

through 15 semi-structured interviews. The participants in this study must self-identify as an African American, take at least 1 trip per year and represent one of three generational groups: baby boomers, generation x, generation Y. Capturing the voices of African American travellers offers a more inclusive understanding of their travel experiences, while at the same time offering explanations between the relationship between race and tourism.

Presenter: Alexandra Viteri Toapanta
Institution: Universidad Del Pacifico, Ecuador

Current Situation of Tourism in Ecuador

Ecuador is a country in South America, located between Colombia, Peru and Pacific Ocean; this country has four beautiful regions that are why Ecuador is considered as one of the most attractive countries to visit in Latin America. The most popular places to visit in Ecuador are Quito, Guayaquil, Cuenca, Galapagos and Baños.

At present, the government and the Tourism Ministry are running an advertising campaign called "All you need is Ecuador-Travel" with the slogan "Like nowhere else, all in one place, so close" and "Four places in one world". This campaign started in April 4th, 2014; where each of the letters of the phrase "All you need is Ecuador" was located in twelve countries of Europe, America and in important cities in Ecuador. This campaign was success, because Ecuador had an increase of 14.2% in international arrivals in 2014. Also, in the last days this campaign was transmitted in an important sport event called the Super Bowl in US.

According to Tourism Ministry in 2014, Ecuador had 1,557,006 international arrivals and 178,374 registered hotels with all types of prices for the convenience of the visitors. In 2014 the capital of Ecuador, Quito, was nominated to be one of the 7 wonder cities in the world and Cuenca is considered as one of the most attractive places for retired people of all over the world.

Finally, the negative aspects for visitors are taxes as in the plane tickets for ten dollars called Touristic Potency. Also, visitors should be careful in Ecuador because crime exists here as in other countries, however Ecuador is a beautiful country with many things to see and do.

In conclusion, Ecuador is an awesome country with a lot of beautiful and touristic places and the government is doing huge campaigns to promote that Ecuador can be a touristic potency in 2015.

Presenter: Melissa Jean Wilson
Institution: East Carolina University, USA

Effects of Carbon Based Media in BioSand Filters on Drinking Water Quality

Today, one in nine people worldwide lack access to clean water. One way this problem is addressed in developing countries is with the instillation of BioSand filters (BSF). It is estimated that worldwide there are over 300,000 BSFs in use, which remove pathogens, particulate material, and metals. A BSF cleans water via mechanical trapping and biological filtration. After about 30 days, a biolayer of microbes forms in the top of the sand layer which uses trapped pathogens as a food source, thus removing pathogens from the water. Although the BSF greatly decreases the amount of harmful material found in water, the E. Coli levels in the treated water is often at a level that the WHO classifies as a low (1-10 coliforms per 100 ml) or even intermediate risk (10-100 coliforms per 100 ml).

This study seeks to evaluate E. Coli removal via a modified BSF. It is hypothesized that with the addition of a carbon-based media (wood chips), the filter will have increased removal of bacterial contaminants. To test the efficacy of a BSF with additional wood chip media, three control and three experimental BSF were constructed. The control filters were constructed as described by the Centre for Affordable Water and Sanitation Technology guidelines which specify a range of

acceptable container sizes, acceptable filter materials, and construction methods. In the experimental filters, a portion of the sand media was replaced with wood chips. Each filter has two taps, one directly below the wood chip layer and one at the bottom of the filter. Taking measurements at two depths will indicate the advantage, if any, of additional sand media. Influent and effluent water will be measured for E. Coli, pH, and turbidity. E. coli will be measured using IDEXX most probable number method.

Presenter: Victor Sandoval
Institution: Universidad del Pacifico, Ecuador

Induction Cookers

Ecuador has posed a great challenge when is looking for building programs of technology, innovation and knowledge under the guide lines of "Energy Efficiency Program for Induction cooking", it's time to place alongside other ways of knowing nature, to understand how societies works and start using that knowledge in new technologies.

Induction cookers are safer and care for the planet using only electricity during the time, also are very modern, fast and environmental; induction cooking is the new way of cooking in the world, it works for a very quick and clean electromagnetic principle that only heats the pot and concentrated much better heat and flavor

Electricity is a renewable resource that comes from rivers, does not pollute and is now 100% Ecuadorian; if we invest in power we will have enough energy to supply the whole country and even to export.

The difference between a gas stove, a traditional electric and induction cooker is:

The gas stove heated with classic blue flame, traditional electric heated with resistance, whereas induction works by applying an electromagnetic principle and so only heats the metal of the pot, that saves us 50% of the energy wasted in air, is why the new kitchens, need adequate for induction pots, to recognize proper pot just have to approach it a magnet, if the magnet sticks to the pot works also make sure that all the pots you use in kitchens with the flat base, to better exploit the surface and make it more efficient, in addition does not change the taste of food and you can cook whatever you want.

If you register the program you can receive up to 80 free Kwh per month, in addition to financing the purchase of your induction cooker up to 72 months on your tax return of light. Prices for an induction cooker range from \$ 156.00 (2 burners) to \$ 676.00 (4 burners and oven)

These induction kitchens are already used successfully around the world because they are modern safe and aesthetic in Ecuador is being done on "Energy Efficiency Program Induction Cooking", a new way to cook caring for the planet, saving energy and money; welcome to this new era.

