



# Eurasian Conference on Language & Social Sciences VII

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Eurasian Conference on  
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July 23 - 24, 2019

••• Daugavpils, Latvia

VII

Bildiri özetleri kitabı içeriğinin  
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ECLSS 2019c

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# History of Slaves in Qatar: Social Reality and Contemporary Political Vision

Mariam Ibrahim Al-HAMMADI<sup>1</sup>

## Abstract

Museums today play vital roles in the Arabian Peninsula in general and Qatar in particular. These functions vary between the social, economic and political. Recently, Qatar's museums' practices have focussed on a rhetorical political role. To highlight this role, I will take the recently opened museum BJH (BJH) as a case study in this paper.

This paper aims to discuss and analyse the use of BJH in a comprehensive 'soft power' strategy to deflect international criticism of Qatar following the decision to award the 2022 World Cup to the country. Analysing BJH's narrative was problematic, as the museum chooses to display a particular history, which has been politicized to fit directly into Qatar's international rhetorical politics.

The central questions this paper focusses on are as follows: Why was this specific social history chosen? What purpose does the rhetorical politic of BJH serve? Why is Qatar trying to portray itself as liberating and open?

I will analyse the museum's narrative, which shows that museum practice today creates a **different starting point than it used to, such as new ideas, strategies and policies. That conveyance the museum's** desire to become more open and liberal compared to previous practices. This paper elucidates how cultural institutions' policies demonstrate slaves' social lives in Qatar as a life of happiness and satisfaction. Examining slaves' lives during the nineteenth and twentieth centuries, however, offers a real perspective on slaves' social history. Numerous studies that deal with slave history in the Middle East show different examples of what the slave museum in Qatar, BJH House, is trying to emphasize.

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# Examining Perceptions and Academic Lexical Competence of Uzbek University Students

Liliya MAKOVSKAYA<sup>1</sup>

## Abstract

Academic vocabulary has been recognized as an important constituent of EFL programs at the higher educational institutions. Several studies have been conducted on the students' knowledge of receptive and productive dimension of academic vocabulary and measured it through either short-answer questions and gap-fill tasks or writing short essays on a stipulated topic (Coxhead, 2012; Köse and Yuksel, 2013; El-Dakhs, 2015; Masrai and Milton, 2017). In contrast to the knowledge of academic vocabulary, its significance for students' performance in writing is another aspect of studies. Several researchers investigated the amount of academic vocabulary employed and the perceived quality of students' writing (Brun-Mercer and Zimmerman, 2015; Csomay and Prades, 2018). Different studies show that the presence of academic words does not always guarantee high grades as students' perceptions about the significance of academic words can also affect their knowledge (Choo et al, 2017). However, no studies on examining the university students' academic lexical competence in both receptive and productive dimensions or measuring their beliefs about the importance of academic words have been conducted in the Uzbek higher education institutions. This research study investigates the relationship between the students' beliefs about and their knowledge of academic vocabulary in the international university in Tashkent (Uzbekistan).

The first and third-year students (221 participants) completed a belief questionnaire (adapted from the study by Choo et al., 2017), which asked them to rate the importance of academic words in such aspects of their studies as academic reading and comprehension, academic writing, presentations and understanding via listening. The participants were then given two vocabulary tasks (Nation and Beglar, 2007; Schmitt, Schmitt and Clapham, 2001) to estimate their receptive dimension of academic words. The majority of participants from the international university consider academic vocabulary to be an important part of their studies. A large number of students believe that such kind of knowledge enables them to succeed in the development of language skills, specifically reading (80.90%) and writing (81.91%) at the university. The findings also demonstrate that the knowledge of general and academic English words of most students is quite good. The researcher will conclude the presentation by emphasizing the importance of including Academic English programme into the language courses at the universities to meet the requirements of the market. Language instructors of General and Academic

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English will have an opportunity to obtain new insights into the benefit of academic words in the language teaching programmes across the region.

**Keywords:** academic vocabulary, university students, language skills, perception and knowledge



# Lexical and General Grammatical Features of Informed Consent Form Templates for Dental Treatment

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BIELIAIEVA O. M.<sup>1</sup>

## Abstract

The profession of dentistry is now known as one of the highly standardized, scientifically based and technology-advanced oral health service. Dentistry discourse regarded from the point of view of 'professional discourse' as proposed by Sarangi and Roberts (1999), Gotti's notion of 'specialist discourse' (2003) reflects the complexity of subject matter knowledge, social networks, workplace environment, shared set of values. Thorough study of conventional textualized forms of communication, genres, can contribute to better insight into better understanding of professional discourse development.

The practice of informed consent is a working standard in Western health care systems and clinical research, but linguistic characteristics of this genre, which determine the readability and understandability of the template texts, have been paid surprisingly little attention to. This study is aimed at investigating some lexical features (average word length, use of technical words and general service words) and general grammatical features (word classes, sentence structure) of informed consent forms for dental treatment.

The major procedural steps include preparing the corpus made up of 50 templates used in the USA medical settings licensed to provide various dental services; linguistic analysis of the texts; quantitative rating of occurrence for each linguistic characteristic mentioned above by using Wordstat, Microsoft Word, and interpretations of the data obtained.

Though the templates are designed for various kinds of dental treatment, e.g. tooth extraction, endodontic treatment, tooth whitening, etc., they are highly stereotyped in text structure and vocabulary and cover the information on the nature and purpose of the treatment, potential risks and benefits, common complications, available alternatives. The content of informed consent has been primarily framed through the language of medicine and law, but linguistics means should be chosen fairly explicit for lay persons. The mean length of word in the templates is 5,42 characters that is slightly over the average and may be more complicated for perception; while the mean length of the sentence is 18 words that is normal for an English sentence ranging from 15 to 20 words. An average informed consent template includes about 630 words, the 43% of them are technical words, e.g., *endodontic treatment*, *pulpotomy*, *composites*; 6,21% of words are of law vocabulary and 28% are qualified as general

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academic words. As for word classes, nouns are predominant, that is characteristic of specialized discourse. Simple sentences make up 64% and typically comprise a few homogenous elements. Complex sentences are more prevalent over compound sentences.

In conclusion, inappropriate language in templates can impede decision making and requires additional resources for their better comprehending.

**Keywords:** Dentistry discourse, informed consent for dental treatment, genre, lexical and grammatical features.

## Mütareke Dönemi İstanbul Basını

Günseli GUMUŞEL<sup>1</sup>

### Öz

I. Dünya Savaşı sonunda Osmanlı İmparatorluğu ve İtilaf Devletleri arasında imzalanan Mondros Mütarekesi (30 Ekim 1918) sonucunda İtilaf Devletleri'nin (İngiltere, Fransa, İtalya) askeri kuvvetleri ateşkesin 7. Maddesine dayanarak –*İtilaf Devletleri, güvenliklerini tehdit edecek bir durumun ortaya çıkması halinde herhangi bir stratejik yeri işgal etme hakkına sahip olacaktır*- 1 Kasım 1918'den itibaren önemli merkezleri işgal etmeye başladılar.

15 Mayıs 1919'da Yunanlılar İzmir'i işgal ederken, 19 Mayıs'ta Mustafa Kemal Paşa'nın Samsun'a çıkmasıyla birlikte Anadolu Kurtuluş Hareketi'nin ilk adımı atılmış oldu. Devam eden süreçte Osmanlı Parlamentosu tarafından Misak-ı Milli'nin kabulü ve ilanı, başkent İstanbul'un İtilaf Devletleri askerleri tarafından 16 Mart 1920 günü resmen işgaline neden oldu.

Buna tepki olarak ulus ikiye bölündü. Bir tarafta Mondros Mütarekesi, Sevr Barış Antlaşması ve İzmir'in işgali gibi olayları dikkatle izleyen ve bağımsızlıktan yana olanlar, diğer tarafta ise kurtuluş hareketine karşı çıkan ve padişah yanlısı olan, karşı grubu hıyanetle suçlayanlar bulunuyordu.

Sözü edilen dönemde İstanbul merkezli Osmanlı Hükümeti ve kurtuluş mücadelesini yürütmekte olan Anadolu merkezli Ankara Hükümeti vardı. Buna paralel olarak basın da İstanbul Basını ve Anadolu Basını olarak iki merkezde gruplaşmıştır.

Konumuz olan İstanbul Basını'nı, 1918-1922 yılları kapsamında Mütareke/Milli Mücadele dönemi düzleminde inceleyeceğiz.

**Anahtar Kelimeler:** Mondros Mütarekesi, Mütareke Dönemi basını, Milli Mücadele Dönemi, İstanbul Basını.

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## Change of metaphorical meanings in political and economic discourse in the magazine “Der Spiegel”

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Jurgita LUKIENE<sup>2</sup>

### Abstract

The current context of information wars drives the language researchers' attention on the relevant discourse of popular mass media which is rich in great variety of stylistic tools and devices. The greatest attention is paid to metaphor as the major means of expression of different political and economic issues. For this reason, the importance of this stylistic figurative means - metaphor - is researched while highlighting the purpose of the metaphor's usage and the impact of its expressiveness to the modern journalistic text. No one will argue that metaphors play a special role while illustrating more complex events in social contexts. Thus, the understanding of the metaphoric meaning plays an important role in perceiving the messages of the social discourse, in other words it may be interpreted as deciphering the code which helps to see and know the relevant reality, its social, political and economic changes. For this reason, the authors of this research paper decided to perform the comparative discourse analysis of the one of the leading and most influential German-language weekly magazines “Der Spiegel” comparing the texts from 2000 and 2018. The discourse analysis concentrated on metaphoric usage peculiarities with the aim to reveal the possible shifts in contemporary current issues of political and economic life. The discourse analysis consisted of several steps. First of all, there was identified the topicality of the texts. The researchers analyzed the texts on the following topics: financial policy, elections, environment, work, foreign events, reforms, human rights, technologies, cars, and media. The second step was devoted to the analysis of metaphors. A total of 350 examples of metaphors from 2000 to 2018 were collected from various magazine interviews. They are analyzed by substitution. Not only has the significance of the metaphor been studied, but also the purpose of the speaker, the linguistic effect of the metaphor. It is worth to highlight that in the language of political and economic experts the use of metaphors became more colorful and socially more powerful. While comparing the texts of “Der Spiegel” from 2000 till 2018 we see that the experts use more original metaphoric variations. Economic and political texts were described with the help of metaphors meaning death, feelings, taste, agriculture etc. While constructing their discourse political and economic experts use the everyday slang words, English loan words, even swear words. Thus the analysis of metaphors let us state that the political and economic discourse of 2018 is more informal, more colloquial, more postmodernistic.

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## Competency-based curriculum

Victoria GHEORGHE<sup>1</sup>

### Abstract

This article is an invitation/challenge to analyze the changes in the past 20-30 years of roumanian curriculum: curriculum as a educational project/program, the types of curriculum, competency-based curriculum, integrated activity, principles and rules of the integrated activity, levels of integration (multi-, inter-, transdisciplinarity) etc. Expressing opinions about the implications of these changes in the development of the didactic activities is necessary in student-centered education.

The main issues investigated with the questionnaire survey were: reforming the education system, moving from monodisciplinary activities to skills-based activities (in primary and preschool education), aspects of the pedagogical practice of training future teachers.

Teaching experiences and personal expressed by teachers have led to the identification of desirable restructuring of initial teacher training program for primary and preschool teachers.

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## Teacher Perceptions on Developing Students' Critical Thinking Skills in Academic English Module

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Aisulu KINJEMURATOVA<sup>1</sup>

### Abstract

Critical thinking is an important skill for university students to develop. It is believed that fostering critical thinking at university leads to success in further studies and career. One area acknowledged to be suitable to incorporate critical thinking is language teaching as this can help students make progress in their language learning. We believe that this is true for foundation students at Westminster International University in Tashkent (WIUT) taking Academic English (AE) module, but they have been struggling to apply critical thinking skills due to their previous academic background. To be exact, the students come from schools that focus on rote-learning and memorization practices. As a result, students are not able to demonstrate sufficient critical thinking skills required in a new student-centered and autonomy-oriented environment. The purpose of our presentation will be to share our findings from the research we started to conduct on teacher perceptions in AE module at WIUT on developing students' critical thinking skills. We would like to examine their beliefs about the importance of critical thinking skills for learning AE. We used an online survey with 15 AE teachers and found that they believe critical thinking should be incorporated into the module. A consistent explanation was that the assessment tasks require from students demonstration of sound skills in argumentation and judgment both in written and oral form. An interesting finding was the majority of teachers agree incorporating critical thinking is necessary across different modules and levels. Also, the teachers consider that evaluating information, analyzing, logical reasoning, arguing, reflecting, and problem solving are the skills that should be developed in students. To make a more in-depth analyses of the teacher perceptions, we intend to conduct another survey to identify if they believe critical thinking can and should be taught. Also, we aim at finding if they believe AE should take responsibility for helping students improve critical thinking skills. Other questions we would like to explore are challenges students face in applying the critical thinking and activities the teachers use to help students develop these skills. The findings will be discussed in relation to current theoretical and empirical studies and presented during the conference session.

**Keywords:** critical thinking skills, Academic English, foundation level students, classroom activities, teacher perceptions

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## Analysis of Phonetic, Grammatical and Lexical Skills of English Language Students in the Technical School "Lutfi Musiqi" in Vushtrri

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Fisnike G. PLLANA<sup>2</sup>

### Abstract

In this paper, an analysis of the English language knowledge of students (100 students tested) at the technical high school "Lutfi Musiqi" in Vushtrri was conducted. Based on tests with 100 pupils (four parallel, grade XII), scores on phonetic errors, grammatical errors, essay writing errors, technical pronunciation errors, and common words as well as in lexicon have been obtained. Given the fact that there is no English language laboratory in the school and the replacement of professors in the teaching of the English language in lower secondary schools, students of the XII clans still make mistakes, even though they are in the XII -ta. Therefore, a permanent engagement of English language professors is required to achieve higher results in English language acquisition. The results of the analysis and the study are presented graphically. A certain number of students (about 25%) have the English language acquisition, so they do not make mistakes in pronunciation, in speech, have adopted grammar and have the knowledge of technical terms.

**Keywords:** English languages, phonetics, grammar, lexicon, technical high school.

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## Avrupa Birliđi Bütçe Yapısı ve Bileşenlerinin İncelenmesi

Sami BUHUR<sup>1</sup>

### Öz

İkinci Dünya Savaşı'ndan sonra önemli ölçüde tahrip olan Avrupa ülkeleri, başta Almanya ve Fransa olmak üzere ortak bir birlik kurma konusunda anlaşma sağladılar. Özellikle kömür ve çeliğın üretimi ve dağıtımını noktasında, 1951 yılında Schuman Planı çerçevesinde, bağımsız bir üst birliğin kurulması konusunda fikir birliğine vardılar. Bu tarihte temelleri atılan Avrupa Birliđi (AB), zamanla birçok alanda ortak karar alma, ortak yasal ve kurumsal yapıyı oluşturmada önemli gelişmeler göstermiştir.

Zamanla genişlemesini sürdüren birlik, Dođu Blokunun yıkılması ile birlikte 1991 yılında Maastricht Antlaşması'nı imzalamış ve antlaşma 1993 yılında yürürlüğe girmiştir. Bu antlaşma ile birliğin bugünkü ismi tescillenmiş; Avrupa vatandaşlığı, ortak dış güvenlik, içişleri ve adalet gibi birçok konuda işbirliđi sağlanmasının temelleri atılmıştır.

Birlik olma sürecinin önemli ayaklarından birisi de bütçeleme ve ortak mali kararlardır. İlk olarak 1967 yılında temelleri atılan ortak bütçeleme süreci günümüzde gelir ve harcamalar alanında birçok uygulamayı kapsamaktadır. AB ortak bütçesinin temel amacı, üye ülkelerin iktisadi, mali ve siyasi yönden gelişimi ve bütünleşmesini sağlamaktır.

AB bütçesinin hazırlanması ve onaylanması sürecinde AB Komisyonu, AB Konseyi ve AB Parlamentosu önemli görevler üstlenmektedir. Birlik bütçenin uygulanmasında üst düzey sorumlu olan organ komisyondur. Bütçenin uygulama sonuçlarının, diđer bir ifade ile bütçe kaynaklarının nasıl ve nereye harcandığının denetiminden ise Avrupa Sayıştay'ı sorumludur.

2019 yılında 160 milyar Avro civarında bir büyüklüğe ulaşan AB bütçesinin en önemli gelir kaynađı, birlik üye ülkelerinin GSYH payları oranında aktardıkları öz kaynaklardan meydana gelmektedir. Bütçe kalemleri içerisinde en önemli harcama kalemi ise Sürdürülebilir Büyüme, Doğal Kaynaklardan meydana gelmektedir. Diđer taraftan AB bütçesinden mali yardımlar çerçevesinde en önemli kaynak Ortak Tarım Politikalarına aktarılmaktadır.

Bu çalışmada, 2019 yılı AB bütçesinin yapısı ve temel bileşenleri incelenmeye çalışılmıştır. Bu amaca yönelik olarak öncelikle AB'nin birlik olma hedefi doğrultusunda tarihsel süreci ele alınmıştır. Buradan

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hareketle AB bütçesi ve mali yapısının tarihsel süreci ve bugünkü yapısı incelenmiştir. Metodolojik olarak, AB'nin birlik olma amacı ile günümüzdeki bütçe yapısı ve bileşenleri karşılaştırılarak belli bulgulara ulaşılmaya çalışılmıştır. Sonuç kısmında ise bu bulgular ile AB kuruluş amacı ve felsefesi karşılaştırılmıştır. Çalışmada ana materyal olarak, AB'nin resmi sitelerinden elde edilen istatistikî verilerin yanında, çalışma ile ilgili yurtiçi ve yurtdışı resmi kuruluşların verileri, akademik çalışmalar, tezler, makaleler ve diğer internet kaynakları incelenmiştir.

**Anahtar Kelimeler:** Avrupa Birliği, Bütçe, Harcamalar, Gelirler.



## **Objectifying the individual. A case study on promotional strategies, cultural hybridization and sexuality in K-POP**

Alexandra Elissa NECULA<sup>1</sup>

### **Abstract**

In the current globalized context, which seems to be in a continuous expanding process as influenced by perpetual technological developments, cultural diversity is becoming a widely accepted state of modern society, bringing with it a vast range of cultural assets and perspectives. As a result, the tendency to aspire to such knowledge as an individual also becomes natural, to the extent that every part of society is being built in accordance to this trend in order to comply with people's expectancies and desires. The entertainment industry is probably one of the best examples that comes as proof of the current tendencies in matter of cultural hybridization. This is happening as a result of promotional strategies targeting foreign markets, one such situation being that of the K-Pop music genre, which has been undeniably enlarging its influence over foreign markets, as part of a trend known as the Hallyu Wave. This expansion is stretching out not only on the Asian continent, but all over the world, as a result of technological advancements which brought its second stage of development in recent years, Hallyu 2.0. This paper attempts at offering a deeper understanding of the reasons behind cultural hybridization tendencies in entertainment, and is doing so by looking at the case of K-Pop, and the changes the genre has been undergoing in the past several years. By using an insightful selection of previous research as theoretical framework, and combining it with an interpretative analysis of specific examples, the current study aims at contributing to existing research by providing a starting point in the analysis of cross-cultural trends adopted by entertainment companies for shaping their artists' images and musical products. As a final set of findings has yet to be assessed, specific predictions cannot be made at this point regarding the reasons as to why and how this cultural hybridization is considered as an appropriate promotional strategy. Nonetheless, expected results revolve around the previously mentioned globalized context to which this industry seems to want adapt. A mixture of local and Westernized cultural elements can be observed in the production of K-Pop music. The main reason behind this is a suspected desire to create a certain image that is widely accepted worldwide, and is influenced by a strong Western style, which seems to be the leading trend in

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modern entertainment, with a high degree of influence on consumers in general. From a social perspective, this study is meant to provide a better understanding of current trends in the entertainment industry, reasons behind existing promotional strategies and cultural alterations and, in consequence, possible effects on consumers of such products.

**Keywords:** entertainment, music, promotional strategies, cultural hybridization, sexuality, K-Pop



## Life Satisfaction and Organizational Cynicism: How Teachers Affected

Ali KORKUT<sup>1</sup>

Mahire ASLAN<sup>2</sup>

### Abstract

We sometimes think all about what we have experienced so far throughout our life as a whole and make some conclusions. How satisfied are we? How good do we feel when we evaluate our life overall? To what extent have our desires and expectancies been fulfilled? Life satisfaction seems to be playing a vital role in the background as we live, no matter what we do. Teachers are focal points for almost every government, community or societies. For a sustainable development, they all strive to provide support, investment and opportunities for educational organizations, train teachers to realize potentials, and focus on human capital. Teaching, however, is more complex and intriguing than it is thought by outsiders. It encompasses feelings, diverse backgrounds, procedures, beliefs, attitudes and cultures within its context. This diversity and juxtaposition provide some challenges for teachers. Negative attitudes, lack of belief and alienation from the workplace, regarded as ‘organizational cynicism’ overall, are significant in this context. This study examines relationship between life satisfaction and organizational cynicism in schools. It is designed as a quantitative research and analyzes data gathered from a sample of 198 teachers in southeastern part of Turkey.

**Keywords:** teachers, organizational cynicism, sustainability in education, life satisfaction

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# What It Really Means to Be an Effective EAP Teacher

Saida AKBAROVA<sup>1</sup>

Mandana Arfa-KABOODVAND

Nigora MAMADAMINOVA

## Abstract

Quality assurance in teaching and learning requires not just effective programmes, but also capable teachers. Taking this into consideration, many scholars are trying to find out what it is really meant by effective teachers. Bain (2004) using interviews with students and teachers, videotaping and observing class meetings, reviewing course materials identified exactly what “the best college teachers” do and how they think. According to Bain (2004), effective teaching involves “careful and sophisticated thinking, deep professional learning, and often fundamental conceptual shifts” (cited in Gurung and Schwartz, 2009, p26). Similar to the types of behaviors found by Bain another researcher Buskist (20004) developed the *Teacher Behavior Checklist*, which evaluates overall teaching, interpersonal caring and supportive skills, and professional competency and communication skills.

Being aware of the behaviors of effective teachers might boost student learning. Thus, students’ input on how they evaluate their classes and teacher’ own reflection can be very effective in evaluating the teachers’ performance and enhancing the quality of teaching. Designing the right instruments, then is very important.

Accordingly, we have conducted a study to gain a better understanding of how the students of WIUT assess their EAP lecturers and have designed an evaluation form. In this presentation, we aim to share our experiences in conducting our study and designing the assessment form and criteria. In addition, students’ perceptions on effective EAP teachers will be discussed. Anyone could benefit from valid objective assessment methods because according to Fink (cited in Gurung and Schwartz, 2009, p21) they help teachers know that they are doing well but no just thinking that they are doing a good job.

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## Teachers' Perceptions of Distributive, Interactional and Procedural Justice Practices in Schools

Süleyman GÖKSOY<sup>1</sup>

### Abstract

The aim of the study was to determine the perceptions of teachers on how fair they are treated in schools, the fairness of source and award distribution, how teachers are treated when the resources and awards are distributed and the fairness of the procedures used in decision making in schools. In the study, phenomenological design was preferred among qualitative research designs. According to the results of the research, based on the perceptions of teachers it can be said that fair work and operations are conducted in schools. Therefore, it can be said that in schools, the distribution of matter and human resources is fair and equitable, the relationship between the persons in school administrations, communication, perception and personal assessment are taken into consideration, and the legal rules and procedures are followed in the distribution of school management processes and substance and human resources. In addition, it can be suggested that in order to provide more effective, efficient and satisfactory school management, to increase the educational quality, corporate citizenship and commitment, create a “fair school” perception in educators, to increase the efficiency of the work, physical resource, award certificate distribution, evaluation of financial resources, administrative, judicial, managerial issues, management processes and sub-top relations should be given more importance in school management process.

**Keywords:** School, teacher, distribution, relationship process, justice

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## Human Rights and Freedoms Under The Scope of Luhman's Dialect and on...

A. Baran DURAL<sup>1</sup>

### Abstract

Political power is the realization of the opposition/state-citizen distinction within a system theory via communicative system. While all messages, political, economical and social, are being transmitted through the channels of communication to the society as inputs, the citizens produce the reactions (outputs) which they produce through the window of the internal communities they are involved in. This is also made by using the same channels (communication channels). So citizen outputs are important in terms of what the citizens/ electorate demand and the inputs of the political management mechanisms show, the approach dose of the system to relevant demands. At this point, it is worth to return to Luhmann who is the architects of the functional-structural theory (new functionalism) and to examine the problem due to his theories.

According to Luhmann who sees the society as an extensive theory which is inclusive of many systems within the general systems, the politics in itself is also one of the internal systems of society. Luhmann who refers to the basic duty of ethics is also to warn moral believes that ethics, whether religious or secular, continues its existence in a system in its own consistence. The most striking of these changes is the emphasis of mass communication, that is, the media has shaped the public opinion. In the 1970s, the attention rules of political mass organizations and parties used by them were replaced by the routine production of decision- making news. Yoldaş stating that, "*The agenda issues of the political system are now determined by the media election criteria, not by the internal rules of attention of the political system.*" (Yoldaş, 2011: 88) So the author sheds light on the face of politics which is done between communities but with codes, by stating that the channels of self-production disrupt the political system.

During the early 2000s, In the face of the rapid professionalisation of politics, news- politics consumption is taking place at the same time in the ordinary person, who is satisfied with what is told to the masses, rather than the things going on, withdrawing themselves from politics or because they are not able to perceive the so-called mega projects. In this paper, the human rights and freedom issue will be examined beginning with Luman's theories but by not sticking onto the subject, the discussion will be continued with other authors/ case examples taken into the subject.

**Keywords:** Niklas Luhmann, mass media, human rights and freedoms, political sysyems, "ordinary" new libertarian conception.

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# Designing a Model of Professional Development Program to Enhance Teaching of Malaysian Teachers

Muhammad Faizal Bin A. GHANI<sup>1</sup>

## Abstract

The purpose of this study is to design a model of professional development program to enhance teaching of Malaysian teachers. In particular, the implementation of this study was based on the ADDIE model (Analysis, Design, Development, Implementation, Evaluation) by Michael Molenda (2003) which includes three phases. The need analysis phase identifies the current needs for developing the model. The design phase develops a model of professional development program to enhance teaching of Malaysian teachers. Finally, the evaluation phase evaluates the prototype model. To achieve the objectives of the first phase, the questionnaire data were collected from 185 school leaders and teachers of high and low performing schools. The data were analyzed using descriptive statistics such as percentage, mean and standard deviation. In the design phase, the Delphi study which had reached consensus among 18 experts in Human Resource Management developed a model of teaching professional development programs for Malaysian teachers. Members of an expert panel composed of policy makers and practitioners were interviewed. The interview data that were analyzed using thematic analysis established items agreed on by the expert panel in the second round of the Delphi study. The second round of Delphi study data were processed using fuzzy Delphi analysis. In addition, the prototype model was evaluated using a survey study in the evaluation phase. Viewpoints of 300 teachers from 20 boarding schools in Central Zone and South Zone were used to identify the level of teaching professional development programs and the differences in implementation between the zones. Data were analyzed using descriptive statistics such as percentage, mean and standard deviation, and inferential statistics (Mann-Whitney U Kruskal Wallis and Structural Equation Modelling). The findings of the need analysis phase were to match the needs of the model when 185 school leaders and teachers of high and low performing schools agreed with the design of this model when the mean score was more than 4.0. The Delphi study found that all 18 experts reached consensus on the items to be included in the model as its content. Consensus among the expert panel was established when the score of Threshold was  $d \leq 0.2$  and the percentage agreement was  $\geq 75\%$ . This phase found four key dimensions as follows and 310 items that made up the strategies of teaching professional development program: program objectives, program content, program delivery strategy and program evaluation method. The evaluation phase found that the teaching professional development program of the schools was high when the mean score was more than 4.0. The study also found that there was a significant difference between the two school zones in implementing the program when  $p < 0.05$ . The form of the

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model was confirmed when the data showed equivalence to model modifications (NFI, RFI, IFI, TLI, CFI > .90, RMSEA < .10). The implication of this study implies there is a need to develop a model of professional development program to enhance teaching of Malaysian teachers that is based on the local context because of the different needs and problems in every organisation.



## Creation of field encyclopedias and analysis of important publications

Elmaddin BEHBUD<sup>1</sup>

### Abstract

The enlargement of human activity, the increasingly enrichment of social life, and the application of scientific innovations, in particular the use of technology, increase the need for testing of scientific information in society. After the publication of the ten-volume edition of the Azerbaijan Soviet Encyclopedia (1976-1987), the preparation and publication of topic and field encyclopedias began. Thus, from 1987-1988, the work on "The Republic of Azerbaijan", "The Encyclopedia of Mass Media", "Encyclopedia of Literature and Art", "Polytechnic Dictionary", "Informatics and Computational Technique", "Encyclopedia of Young Physics" has been started and much work has been done. In later years, financial difficulties had a profound impact on the preparation and publication of these important questionnaires and publications, and some publications were completely discontinued.

In the 80-90s of the 20th century, the development of process of integration and differentiation of the science, technology and industry which occupy a special place in meeting of the requirements of information consumers made important publication of topic and field encyclopedias and encyclopedic dictionaries as a serious problem. But the difficulty of meeting these essential needs of readers is undeniable. The results of the study of readers' requests show that there is a great need for publication of literature in different types.

The opinion of the experts in the field of bibliology and publishing work is that inquiry literature is not a publication of fiction books. It is important to make serious corrections in the working process. Unfortunately, sometimes they do not understand it properly. The most promising area in the book publication will be dictionaries and reference books. Sociological research shows that demand for such books is increasing. Azerbaijan requires a broader national and cultural diversity of national encyclopedic publications, including field encyclopedias and encyclopedic dictionaries, to the civilized world. Based on our analysis, it can be seen that the rapid development of science in our country, the diversity of readership groups had a strong impact on the creation and publication of subject encyclopedias and encyclopedic dictionaries. An example of encyclopedic publications for years we can mention the "Law Encyclopedic Dictionary" (1991), "Encyclopedic Information Book of Azerbaijani Writers" (1995), "Encyclopedia of Uzeyir Hajibeyov" (1996), "Encyclopedia of Healing"

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(1997), "Encyclopedia of Wisdom and sayings" 1998), Encyclopedia... World publishers, journalists, polygraphs"(1999), "Kitabi Dada Gorkut Encyclopedia "(2000) and others.

Prominent intellectuals, academicians, journalists, experts, and publishers took an active part in the preparation of field encyclopedias and encyclopedic dictionaries published on different fields of science. As a result of this work significant successes have been achieved in the amount, content, structure and design of field encyclopedias published in our country. At the same time, shortcomings in designing and publishing of subject and field encyclopedias and encyclopedic dictionaries which have been prepared and published by various publishers and specialists are undeniable. Therefore, we think that there is a great need for the development of theoretical problems and principles for the preparation of field encyclopedias.

## The entrepreneurial paradox of innovation: how to measure?

Tõnis METS<sup>1</sup>

### Abstract

Entrepreneurial opportunities have been understood as the foundation and heart of entrepreneurship and universities have been considered the main source of novel ideas feeding opportunities for innovation and startups. After regaining independence, Estonian science moved fast to worldwide recognition (Nature 2019). World Economic Forum (WEF 2014, 2017) shows Estonia among innovation-driven societies and the 1st in the list of Europe's top entrepreneurial hotspots.

But, at the same time, European Innovation Scoreboard (EIS) measurements show strong variety for Estonia, from low to high - that phenomenon for Estonia could be called the "entrepreneurial paradox of innovation" differing from the "European" and "Swedish" paradoxes linking science and innovation only. The paradoxical situation evokes the question about the correlation between the entrepreneurship and innovation (E&I) opportunities and processes in Estonia, what is leading entrepreneurial processes of firms and value creation.

In the theoretical part, the paper analyses the appearance of the entrepreneurial paradox in the framework of the entrepreneurial ecosystem as an interaction between startup processes and universities sourcing new ideas and opportunities for the creation of new innovative ventures.

Empirical research is based on databases of patent offices, startup communities, Estonian statistical office and annual reports of new ventures. Case studies are used for specifying and mapping R&D and innovation activities and expenses in the fast-growing startups.

The experience of new successful Estonian ICT-based (born global) startups has been that they move their headquarters out of homeland to global centres and are acquired by bigger players. Development units of acquired startups remain in Estonia, and their turnover is declared as sales of software services, not R&D or innovation. Over 85% of seed investments move to ICT based ventures.

We explain the situation as the transition from the entrepreneurial to an innovative economy. This is the process of driving knowledge-based development and enables Estonia to close the gap with Scandinavian countries and Finland. Creation of new technologies (patenting) gap has decreased approximately ten times in the last 18 years, the remaining ten times still to be achieved.

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The phenomenon of the Estonian Paradox proves the disaccord of entrepreneurial dynamics and the structure of performance indicators of the current EIS. That means the Estonian startup ecosystem produces more innovations than the EIS indicates.

**Keywords:** entrepreneurial opportunity, entrepreneurial process, ecosystem, European Innovation Scoreboard, paradox



## Foreign Language Teaching Strategies for Vocational Education: Flipped Classroom Experience

*Nijolė ČIUČIULKIENĖ<sup>1</sup>*

### Abstract

The needs of rapidly developing innovation based labor market, search for highly qualified workers, who would be able to work with smart technologies, solve professional problems, communicate in foreign languages raise new tasks for vocational education. Still, one must not forget that vocational education institutions are usually chosen by students who have weaker learning achievements and are oriented towards practical activities after completing the high school (Antanaitienė, Ramanauskaitė, Numgaudienė, 2013). In order to attract demotivated young people and make them competitive in labor market, vocational training centers should think about flexible ways of teaching their students not only professional subjects, but also developing their foreign language usage skills. One of such ways could be Flipped classroom. It is defined as an IT based flexible classroom model, reversing the traditional lesson structure (Bergmann, Sams, 2012). It provides the students (especially those who tend to miss classes) with the possibility to get the information, presented during the lesson, to reach the teacher and the classmates, to perform the tasks at the convenient time.

The idea of the flipped classroom puts forward the main task of the research: *to analyze the educational and didactic possibilities of flipped classroom while teaching English in a vocational education center.* The main objectives of the research paper are: to perform scientific analysis of “Flipped Classroom” concept in the context of vocational education; to analyze flipped classroom educational and didactic possibilities while encouraging and motivating vocational students to study English. .

Methodology of the research: research data were collected while organizing focus group interview with 12 students from different vocational training programs. Focus group interview lasted 1,5 h. The research data were analyzed according the model of quantitative content analysis following the Mayring (2014) model.

The findings were segmented into 4 themes: “Flipped Classroom Environment Characteristics“; “Student-centered Classroom Culture“, “Competencies of Educators“ and “Communicative Possibilities, Developing Speaking English Skills“. Then the themes were grouped into qualitative categories and subcategories, according the adequate quotations. The total amount of meaningful quotations, representing all themes, was 761. The theme “Communicative Possibilities, Developing Speaking English Skills“ had 276 quotations. It was manifested by 5 qualitative categories and 12

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subcategories. The rest of them were represented as follows: the theme “Competencies of Educators“ had 174 quotations that fell into 4 categories and 9 subcategories; “Student-centered Classroom Culture“ had 166 quotations, representing 3 categories and 6 subcategories. “Flipped Classroom Environment Characteristics” had 145 quotations that fell into 2 categories and 4 subcategories.

Conclusions. The “Communicative Possibilities, Developing Speaking English Skills” is the most influential theme, directed towards the success of students’ foreign language learning. Students pointed out such factors as empowering IT usage, encouragement to communicate with a large group of people, emancipating aspects of information sharing via skype or using speaking recording programs. The second category emphasized the importance of educator’s competencies. This can be explained by the influential role of the teacher while organizing the teaching material, encouraging communication, urging students to be emancipated personalities. Students also highlighted the importance of reflection. In their words it is a way to educator’s proficiency. Proficient teachers reflect on students’ achievements, the best teaching methods and relevant materials. This testifies the flipped classroom effectiveness to involve less motivated pupils not only in foreign language learning, but also in the evaluation of their achievements, relations with the teacher, sharing the experience about their progress.

## Investigation of Motivation and Exam Anxiety: The Example of English Preparatory School Students

Kamuran ELBEYOĞLU<sup>1</sup>

Kerem BEREKETOĞLU<sup>2</sup>

### Abstract

Motivation activates individuals for the necessary behaviors in order to achieve their goals and enables them to maintain these movements. It has a special place in education because it affects individuals' learning levels and whether individuals reflect what they have learned in their behavior.

It is evaluated that in cases where motivation is insufficient, anxiety will increase and therefore the level of success will change. It can be stated that the concept of anxiety is an "unpleasant feeling". Therefore, exam anxiety, which can be expressed as the sum of the reactions before and during the examination, is also an important factor that can occur due to the lack of motivation of the students and might affect their success levels in a negative way.

In this study, it was aimed to determine the students' motivation and exam anxiety levels. In this context, "Foreign Language Motivation Scale" and "Test Anxiety Inventory" were applied to 160 students attending the English Preparatory Department of Toros University in 2016-2017 academic year.

In the analysis of the data, Mann-Whitney U and Kruskal Wallis tests were applied for non-parametric tests. When the findings about foreign language motivation were examined, there were significant differences according to gender, education department, father education level variables, while no significant differences were observed according to age, residence status, high school and mother education level. When the findings about the students' exam anxiety levels were examined, significant differences were observed according to the high school variables they graduated from and no significant differences were observed in terms of other variables.

It was found that there was a statistically significant relationship between the total score averages of the English Motivation Scale and the total score of the exam anxiety.

**Keywords:** Preparatory Class, Motivation Level, Exam Anxiety

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## Obstacles that Lecturers Face in Non-Formal or Informal Learning

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Milda BIKMANIENĖ<sup>1</sup>

Vigilija ŽIŪRAITĖ<sup>24</sup>

### Abstract

Today's challenges to the education system raise high requirements for lecturers. The focus is not only on motivation and an innovative approach to various activities but also on personal qualities and a constant desire for improvement. In addition to being professionals in their field with keen scientific interest, lecturers also have to be able to pass on their knowledge to the younger generation. The specific features of this profession are unique because the representatives of this field have more autonomy when compared to other specialists in educational institutions. In other words, they can make independent decisions in professional activities as well as in their careers. Lecturers have a possibility to decide how much energy, time or effort will be spent on one or another activity as well as how much attention will be paid to their professional development. As a result, up to now, this development is usually left to lecturer's own responsibility. The aim of the study discussed in this article is to analyse what kind of obstacles lecturers face in meeting today's educational system requirements to improve their knowledge and personal skills in non-formal or informal ways. A case of one university is selected for the qualitative study and a semi-structured interview is used to collect data. Twelve lecturers have been interviewed and selected according to requirements, of which the most important one is at least three years' work experience as a lecturer at a university. During the research, the lecturers clearly emphasized the importance of learning in informal or non-formal ways and the improvement not only as specialists in their field but also as personalities. At the same time, most of the respondents said that in some cases it is difficult to achieve this goal. The research has revealed that lecturers tend to face high levels of employment in their work when they do not have time to freely change their focus between didactic and scientific activities and even more often to take part in additional learning. Scientific activities, in this case, are affected negatively the most and for this reason, the principle of the abandonment of scientific activity in higher education has been pointed out. A similar problem can also be found in general lack of lecturers. For this reason, lecturers often do not have the possibility to leave for a longer period of time in order to improve their skills. The high level of employment and lack of time for non-formal or informal learning are also caused by carrying out additional non-teaching duties. Moreover, motivation

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is reduced by poor funding for non-formal learning. All these problems correspond to the situation of lecturers not only in the local environment but also in the international context.

**Keywords:** lecturer, non-formal and informal learning, obstacles.



## Iraklı Tüketicilerin Türk Mallarına Karşı Olan Etnosentrik Eğilimlerinin Belirlenmesine Yönelik Bir Araştırma

Mustafa METE<sup>1</sup>

Hasan ALI<sup>1</sup>

Qahtan WAHBI<sup>1</sup>

### Öz

Tüketicilerin satın alma davranışları üzerinde pek çok faktör etkili olup bunlardan birisi de etnosentrizmdir. Kendi ülkesinin ürünlerini satın alma eğilimi yüksek olan tüketicilerin etnosentrizm eğilimleri de yüksektir. Küreselleşmenin etkisiyle günümüz dünyasında herhangi bir yerde üretilmekte olan ürünün üretildiği ve tüketildiği coğrafi bölgenin kültürel özellikleri ile bu özelliklerin pazara giriş ve pazarda tutunma süreçlerine etkisi önemlidir. Kültürel farklılıklar pek çok gücünü de beraberinde getirmekte olup bunlar içerisinde en önemlilerden birisi tüketici etnosentrizmidir. Rekabetin en üst boyutlarda yaşandığı günümüz iş dünyasında firmalar pazarlama stratejilerini belirlerken hedef tüketicilerin etnosentrizm eğilimlerini de göz önünde bulundurmaları zorundadırlar. Bu çalışmada Irak'taki tüketicilerin etnosentrik eğilimleri üzerinde etkili olan faktörlerin belirlenmesi ve ayrıca etnosentrik eğilimlerin tüketim davranışları üzerindeki etkisinin incelenmesi amaçlanmıştır. Bu amaç doğrultusunda 250'si (%61) kadın, 160'ı (%39) erkek olmak üzere toplam 410 kişi çalışmaya dahil edilmiştir. Yapılan çalışma neticesinde etnosentrik eğilim ile Türkiye yapımı ürünlere ilişkin genel tutum arasında pozitif yönlü, çok zayıf ve anlamlı bir ilişki, Türkiye yapımı ürünleri satın alma eğilimi ile arasında pozitif yönlü, zayıf ve anlamlı bir ilişki tespit edilmiştir.

**Anahtar Kelimeler:** Türkiye, Tüketici Etnosentrizmi, Satın Alma Davranışı, Irak

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## Determination of Ethnocentric Trends of Iraqi Consumers To Turkish Goods

Mustafa METE<sup>1</sup>

Hasan ALI<sup>2</sup>

Qahtan WAHBI<sup>2</sup>

### Abstract

Many factors are effective on consumers' buying behavior and one of them is ethnocentrism. Consumers who have a high tendency to buy their country's products have a high tendency to ethnocentrism. Due to the impact of globalization, the cultural characteristics of the geographical region in which the product is produced and consumed in any place in today's world and the effect of these properties on market entry and market holding processes are important. Cultural differences bring with it many difficulties and one of the most important ones is consumer ethnocentrism. In today's business world where the competition is at the highest level, companies have to take into consideration the ethnocentrism tendencies of the target consumers while determining their marketing strategies. In this study, it was aimed to determine the factors affecting the ethnocentric tendencies of consumers in Iraq and also to investigate the effect of ethnocentric tendencies on consumption behaviors. For this purpose, a total of 410 people, 250 (61%) female and 160 (39%) male, were included in the study. As a result of the study a positive, very weak and significant correlation between ethnocentric tendency and general attitudes against Turkey made products, a positive, weak and significant correlation between buying Turkey made products trends was determined.

**Keywords:** Turkey, Consumer Ethnocentrism, Purchasing behavior, Iraq

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## Partnership legal relationships in national legislation

Lidija ROZENTALE<sup>1</sup>

### Abstract

Each country has the right to determine which person will be called a marriage union. What is important is that currently Article 110 of the Satversme of the Republic of Latvia clearly determines the content of the concept of marriage, that is, it is a union between a man and a woman. International law also does not define the definition of family and marriage institutes for Latvia, which means that the definition of the institute of partnership and its essence depend only on the sovereign will of the Latvian people. However, as foreign practice shows, the issue of the protection of individuals outside the marriage union, i.e. the partnership, is only topical. In everyday life, you have to deal with many important problems that individuals have to face because they have not established their relationship according to the law, ie they have entered into marriage.

Until now, couples in partnership have protected their rights in Latvia in accordance with general law, for example, according to the Civil Law of the Republic of Latvia, and at the moment the legislator has included in the special legal acts, such as the Criminal Law, the legal status of the individuals in the partnership without comparing it to the marriage institute.

In the opinion of the author, observing the social model of the social family, it is essential to enforce the principle of legal security of partnership in the regulatory framework in conjunction with the principle of equality and the right to private and family life. Thus, the primary task of the legislator is to establish a legal framework that is capable of providing legal protection to the individuals in the partnership, but not within the limits of the legal framework currently provided to the spouses.

Primarily, in the author's opinion, it is necessary to extend the definition of the family in the Civil Law, including the concept of partnership. It is necessary to broaden the range of people considered to be close relatives in different areas of life, such as patient protection (to allow treatment of a severely ill partner), procedural law (not to testify in court) and conflict of interest prevention.

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# Using Computer Aided Concept Maps in Mathematics Teaching: Example of Derivative Subject

Nurcan ÇAĞAN<sup>1</sup>

Mahmut GÖMLEKÇİ<sup>1</sup>

Tamer KUTLUCA<sup>2</sup>

## Abstract

In mathematics education, students experience difficulties in understanding the subject of derivatives. One of the reasons for this is the lack of teaching materials. It is thought that students will be able to better understand the concepts of derivatives in computer-aided learning environments. Today's concept maps; It is one of the effective teaching methods used to make sense of concepts, to determine misconceptions and to graphize relationships between concepts, to embody information and to increase learning. In this study, information is given about the program by using the Cmap concept map software program which is one of the concept map software and its usage stages are explained. In this study, the conceptual application of concept map related to the subject of derivative by using computer aided Cmap concept map software program is presented.

**Keywords:** Mathematics education, concept map, CMAP

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## How Do Beauty Professionals Use the Gold Ratio?<sup>1</sup>

Seval LAÇIN<sup>2</sup>

Tamer KUTLUCA<sup>3</sup>

### Abstract

The idea of determining beauty as mathematics first finds meaning especially in the concept of proportion. Proportion refers to two greatnesses, or pleasant interest between parts of a whole. Nowadays, people are now aware of the rate of gold, and they are looking for gold in much harmony of their faces. In this context, an in-depth study has been conducted on how the individuals working in the field of beauty form the gold ratio and what purpose they are used. Special case method was used in the study. The study group consists of one beautician who is an expert in eyebrow design. Purposeful sampling method was used in the sample of the study. The data of the study was obtained from observations made by the researchers, semi-structured interviews, and open-ended questions. The interviews were first recorded with a digital voice recorder and then transcribed. Descriptive analysis was performed in the evaluation of the qualitative data obtained from the research. It was concluded that the golden ratio ruler was used in the field of eyebrow design and that they benefited from the software programs called tape measure which enabled them to obtain the golden ratio in the eyebrow by mathematical measurements.

**Keywords:** Gold ratio, the use of mathematics, the purposes of use

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## Role-Over Behaviors of Teachers in Schools

Süleyman GÖKSOY<sup>1</sup>

### Abstract

In the present study, it is aimed to determine the behaviors of teachers in educational institutions related to altruism, civil virtue, conscientiousness, courtesy and chivalry dimensions in the context of organizational citizenship. In the research, narrative research pattern from qualitative research designs was preferred. Research results indicate that teachers demonstrate behaviors to increase effectiveness of managers, colleagues, employees and students. They demonstrate the behaviors that support the functioning of the school professionally and socially, taking the interests of the school at the highest level. The qualifications of the teachers' behavior are above their expected role and their behaviors can take their current tasks even further. Teachers play an important role in preventing their school from having many problems. Teachers are willing to work in a positive manner without complaining when they face with many difficulties and troubles in their schools.

**Keywords:** Altruism, civil virtue, conscientiousness, courtesy, chivalry

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## Overview of a Century's Development of Albanian Linguistics

Gani PLLANA<sup>1</sup>

Sadete PLLANA<sup>2</sup>

Albulena PLLANA BREZNICA<sup>3</sup>

### Abstract

The rapid and qualitative development of the Albanian culture, literature and science on the basis of profound historical economic and social transformations that have been carried out in Albania and which have brought profound changes also in the linguistic awareness of our people, has given a powerful and uninterrupted boost to the unification of the Albanian national literary language, the foundations of which have been grounded since Renaissance.

Following the decisions of the Prishtina Scientific Consultancy (1968), as a result of the cultural development of Albanians and of the conscious efforts of the employees of culture, education and science, this unified literary language has begun to be used almost without exception by Albanians who lived in the former Socialist Federal Republic of Yugoslavia - in Kosova (until June 1999), in Macedonia and Montenegro, in all social activities, including different genres of artistic literature, in prose and in poetry, which proves both the broadness and the depth of the acquisition of the national literary norm. This is an important step for expanding the national functions of literary Albanian and for enriching it during the twentieth century. Efforts to use common Albanian literary language are also noted in the Arbëresh of Italy.

This degree of literary Albanian development has made it possible for the spelling rules to be as stable as possible for the easy acquisition of written literary language norms, and at the same time have contributed to the further alignment of the norms of correct spelling.

**Keywords:** Albanian linguistics, Manastir's alphabet, Prishtina Language Consultancy, Albanian Literature Congress in Tirana, Standardization of Albanian.

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## Empatik İletişim Bakımından Deyimler

Kerime ÜSTÜNOVA<sup>1</sup>

### Öz

Toplumsal ilişkilerin sağlıklı olması, bireylerin kendilerini birbirinin yerine koyma, karşı taraf gibi düşünme, bencilliklerinden arınma, özverili olma gibi davranışlara bağlıdır. Sağlıklı ilişkinin kurulabilmesi, öncelikli olarak toplumun “empati kurma” yetileriyle ilgilidir. Bunun için ilişkilerde empatik yaklaşım, buna bağlı olarak dilde empatik iletişim kaçınılmaz olmaktadır. Dolayısıyla sistemi oluşturan dil birimlerine sadece söze dökülmüş duygular ve düşünceler, dilbilgisel veri anlayışıyla değerlendirilecek söz dizinleri gözüyle bakılmamalıdır. Buradan hareketle bu çalışmanın konusunu deyim odaklı empati dili oluşturacak ve deyimler bu bakımdan irdelenecektir. Amaç, empatinin birinci koşulu olan “Seni Anlıyorum” düşüncesinin deyimlerde nasıl varlık bulduğunu; bireyin deyimler aracılığıyla kendinden sıyrılarak karşı tarafa nasıl odaklandığını ortaya koymaktır. Paylaşmayı, kaynaşmayı, sosyal ve kültürel yaşamı, geleneği-göreneği işaret eden, kendine özgü dili, ruhu olan söz varlıklarında öteki taraf hesaba katılıyor mu, kendini başkasının yerine koyma anlayışı işletiliyor mu, yani empatik iletişim içeriyor mu? Bu çalışmada **abacı kebeci ara yerde sen neci? / ak dediğine kara, kara, dediğine ak demek / akbabalara yaranmak için güvercinlere saldırmak / el âlemin ağzına sakız olmak / ağzını açıp gözünü yummak / anasına kar yağdırmak / ayağına çelme takmak / ayağının altına karpuz kabuğu koymak** vb. deyimlerdeki karşı taraf olgusunu hesaba katmadıklarından empatik duyarlılıktan uzak ifadelerle **atsan atılmaz satsan satılmaz / açık kapı bırakmak / aynı gemide bulunmak / aynı göbek taşında terlemek / aynı kabağa üfleme / aynı kalıba dökülmek / aynı kefeye koymak / aynı kantara sokmak** vb. bir arada yaşayan insanların karşı tarafın çıkarlarını görmezden gelebileceklerinin vurgulandığı empatik ifadelerin dilbilimsel boyutu incelenecek; deyimlerin empatik iletişim içindeki yeri sorgulanacaktır. Bir başka deyişle bu çalışmanın konusunu deyim odaklı empati dili oluşturacaktır.

Bu çalışmanın amacı deyimlerdeki empatik anlatımları niceliksel olarak ortaya koymak olmadığından ilgili kitapların hepsinin taranması yoluna gidilmedi, tek bir eser seçilerek orada yer alan deyimler üzerinden konu irdelendi. Necmi Akyalçın’ın Eğiten Kitap Yayınları tarafından 2012 yılında çıkarılan **Türkçemizin anlamsal Zenginlikleri Deyimlerimiz** adlı kitabı, bu çalışma için kaynak eser olarak seçildi. Söylem çözümlemesi yapılmadan, yani önceden yorumlanmış deyimler yeniden yorumlanmadan, bir yorumdan yeni bir yorum üretilmeden yalnızca yapılan yorumlardan hareketle deyimlerdeki empatik ya da empatik olmayan ifadelere dikkat çekilmiştir.

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**Anahtar sözcükler:** empatik yaklaşım, empatik iletişim, empatik duyarlılık içeren deyimler, empatik duyarlılık içermeyen deyimler



## Antonym Words with Prefixes in the Terminology of Economy in the Albanian Language

Sadete PLLANA<sup>1</sup>

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### Abstract

Antonyms, like synonyms, form a kind of paradigmatic conjunction of words. Antonymy, as a theoretical problem of lexicology, is closely related to the practical needs of its proper implementation in lexicographic work. Words, countered by meaning, in themselves represent an aspect of lexical microsystem with conditional connections of clearly expressed elements.

This paper will analyze in detail the antonym words with prefixes in the terminology of Economy in the Albanian language; we will do a structural and semantic analysis of antonyms with prefixes, focusing more on their analysis by the structure, which relates to the type or degree of opposition or the features of the contextual opposition of these antonym words, with the structural and semantic link which exists between the subject of the word with a prefix and that without a prefix, and with the antonymic function of the prefixes. This is possible on the basis of the close ties that this phenomenon, like the synonymy, has with ambiguity. The same word, in different meanings, enters simultaneously into a synonym and antonym relation and thus enters the composition of different groups of the terminology system.

The bulk of the examples, on which we relied and that reveal the features of antonymy in the terminology of Economy in the Albanian language have been derived from monolingual and bilingual dictionaries, as well as from published university textbooks from the field of economics.

**Keywords:** Antonym words, antonyms with prefixes, terminology of Economy.

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# The Effect on Mathematical Reasoning Skills and Problem Solving Attitude of Enriched Learning Environments Using Different Learning Ways<sup>1</sup>

Ali TUM<sup>2</sup>

Tamer KUTLUCA<sup>3</sup>

Dzintra ILISKO<sup>4</sup>

## Abstract

The aim of this study is to investigate the effect of teaching on the mathematical reasoning skills and the attitude towards problem solving with cooperative heterogeneous student groups formed according to learning preferences in a learning environment enriched by using different learning ways. The study was carried out by a provincial center in Southeast Anatolia in Turkey randomly selected seventh graders at a public junior high school in the mid-level in terms of achievement in mathematics and heterogeneous distribution in terms of learning styles 23 students participation in the class to have available. Teaching fractions and integers in enriched learning environments; technology-supported practices, educational games, concrete materials and cartoons, are correlating with daily life, and constructive discussions with collaborative heterogeneous groups. The research was carried out by using experimental design without pretest - posttest control group which is one of the quantitative research approaches. In the research, the learning preferences of the students were determined by Learning Styles Scale. The data of the study were obtained from the answers given to the Mathematical Reasoning Test (MRT) and to the Math Problem Solving Attitude scale (MPSA) in the pre-test and post-test. The responses to MRT were analyzed by Wilcoxon Signed Rank Test and Kruskal Wallis test. In addition, some students' responses to MRT were compared and compared according to pretest and posttest. The responses to the MPSA were used for t-test for related samples. Analyzes; teaching in this learning environment significantly improved students' mathematical reasoning skills and significantly improved their math problem solving attitudes. In addition, it was determined that this learning environment significantly improved mathematical reasoning skills for each learning style, but there was no difference in the development of a reasoning skill in terms of learning styles.

**Keywords:** Different learning ways, mathematical reasoning, problem solving, attitude

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## How Does Painting Use Mathematics within the Field of Visual Arts?<sup>1</sup>

Seval LAÇIN<sup>2</sup>

Tamer KUTLUCA<sup>3</sup>

### Abstract

Mathematics is a science used in art of painting for various reasons. In this study, it is aimed to describe how mathematics is used in painting. In this context, an in-depth study has been conducted on how individuals working in painting benefit from mathematics. In this study, special case method was used. The study group consists of 1 art teacher working in a public school in Diyarbakır. The study group consists of one art teacher working in a public school in Diyarbakır. Purposeful sampling method was used in the sample of the study. The data of the study was obtained from observations made by the researchers, semi-structured interviews, and open-ended questions. Descriptive analysis was performed in the evaluation of the data. It was stated by the participant that the permanent and aesthetic works of painting are closely related to the ability of the artist to benefit from his mathematical knowledge. As a result of the study, it was concluded that mathematics was used in the art of painting for making hand muscles suitable for drawing, drawing template creation, seamless drawing, perspective drawing and use of viewfinder. At the end of the study, mathematics instructors were suggested that they should include activities related to painting and mathematics while teaching mathematics to students.

**Keywords:** Mathematics, visual art, painting, utilization of mathematics

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## Digital TV Consumption Content and Motives: a Pilot Study from Turkey

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Ali Osman Serdar CITAK<sup>1</sup>

Bahadır CELIK<sup>1</sup>

### Abstract

Television has been an source of information, entertainment, companionship and other motives for decades. Development of internet and its widespread use has enabled a growing number of people to watch movies or TV shows online. In previous studies, media uses and motivations were analyzed. Radio listening, newspaper reading and television viewing had common uses including supplying information and enabling social contact. The aim of the study is to investigate the content and motives of digital TV consumption. Data were collected from 175 university students from Turkey. As a result of the research, digital TV viewing motivations were found to be relaxation, information, companionship, pass time and occupation. The most popular content were foreign TV series, foreign movies and documentaries.

**Keywords:** Digital TV Consumption, Motives, Digital Content.

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# Evaluation of Enriched Learning Environment in the Context of Mathematical Reasoning from the Perspective of Students and Teachers<sup>1</sup>

Ali TUM<sup>2</sup>

Tamer KUTLUCA<sup>3</sup>

Dzintra ILISKO<sup>4</sup>

## Abstract

The aim of this study is to evaluate the learning process in the context of mathematical reasoning which is enriched by using different teaching methods from the perspectives of seventh grade students and mathematics teachers attending their classes. In this study, a qualitative research approach has been adopted since a case is tried to be examined in detail. This study is a case study since it is attempted to derive meaningful meanings from the experiences and opinions of teachers and students involved in the learning process. Research, 2018-2019 academic years in the second period, a randomly selected 23 seventh graders and math teacher was performed by carrying out the math classes this class in secondary schools located in the center of a province in Southeast Anatolia Region in Turkey. In the learning process, heterogeneous cooperative groups were used for 26 lesson hours by using different teaching methods for whole numbers and fractions. The groups were formed according to the course success and learning styles scale results. Qualitative data were collected using a semi-structured interview form for both teacher and student. In addition, every week, students were kept daily for the teaching environment. Interview data recorded with voice recorder and diaries were transcribed in electronic form and subjected to content analysis with qualitative approach. As a result of this research, it was determined that this learning environment increased the participation in the lesson, provided effective and permanent learning and encouraged the use of mathematical reasoning skills. In addition, it has been found that this learning environment, which uses different learning ways, develops positive attitude towards the lesson and improves mathematical reasoning skills by providing sufficient concept and path-method knowledge.

**Keywords:** Enriched learning, mathematical reasoning, seventh grade students, elementary mathematics teacher

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## Investigation of Reasoning in Algebra Problems of 8<sup>th</sup> Grade Students<sup>1</sup>

Cemile TUNCEL<sup>2</sup>

Tamer KUTLUCA<sup>3</sup>

### Abstract

Mathematical reasoning is thought to have an important role in mathematics teaching in terms of being active in the learning process of the student and reflecting the knowledge to new problems. In cases where the correct conclusion is not reached by reasoning, defective reasoning may occur due to incorrect or incomplete learning depending on the subject content. The aim of this study is to examine how the 8th-grade students' think in the solution process of algebra problems and the reasoning that leads to the misconceptions. The sample of the study consisted of sixty students in the eighth grade. The method of the research was qualitative and document analysis method was used in the analysis of data. The data collection tool was used developed by researchers which are composed of non-routine problems with algebra subject content "Mathematical Reasoning Test". According to the findings, weak and flawed reasoning is the majority it was also found that students could not understand the problem, lack of concept, incomplete or incomplete reasoning.

**Keywords:** Mathematical Reasoning, algebra, flawed reasoning

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<sup>1</sup> This presentation is a product of the thesis study by Tuncel, which is conducted under the supervision of Assoc.Prof.Dr. Tamer Kutluca

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## The Consequences of Bullying and Harassment in Sport: Distinguishing of Metaphors

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Vilija Bite FOMINIENE<sup>2</sup>

Regina ANDRIUKAITIENE<sup>2</sup>

### Abstract

Modern public narratives abound in widely used sports-related metaphors (Koller, 2004; Westerbeek, Smith, 2005) that suggest an illusion that there is a team spirit in sport to be followed, based on the idyll of interpersonal relationships, which sport team/group leaders are trying to broadcast (Vveinhardt et al., 2019). However, there are athletes' painful experiences of bullying and harassment on the other side of this screen intended for public opinion (Fisher, Dzikus, 2017; Mountjoy et al., 2016; Evans et al. 2016). In this context, it is most commonly emphasized that athletes suffer from psychological, physical and material damage, their career suffers. However, both athletes and coaches often tend to disguise or justify bullying (Vveinhardt et al., 2019), and, although bullying is named as the at, it is maintained that such sports culture is acceptable as long as bullying does not cause significant damage (Mendez-Baldwin, DeLaurentis, 2018). Such attitude may be influenced by formed stereotypical approaches to sport, which are conditionally given away by metaphors used by athletes themselves in the context of consequences caused by bullying and harassment. Therefore, **the aim of the research** is after revealing the experience of athletes with the consequences of bullying and harassment, to distinguish metaphors concealing this phenomenon.

**Research methodology.** To conduct the empirical study, the strategy of qualitative research was chosen. The study was conducted employing the semi-structured interview, whose questions were based on the analysis of scientific literature. Inductive content analysis served as the basis for the data analysis.

**Organization of research.** The study was conducted in January-February, 2019. Seven participants of organized sport who had experienced bullying were surveyed. The survey was terminated when saturation of answers to questions was recorded; that is, when informants' answers began repeating.

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Before the interview, the purpose of the study, the use of future research results were explained to research participants and anonymity was guaranteed.

**Research results.** The results of the study show that victims of bullying avoid naming themselves as victims, although they perceive negative consequences for the athlete and the team/group, manifesting themselves as burnout, self-distrust, going through inferiority, inability to focus on the goal. However, alongside with this, victims' efforts to justify bullying come to prominence, which shows a peculiar defensive reaction that helps to resign oneself to experienced injustice. In this context, positive connotation metaphors, such as "struggle", "hardening", "thicker skin", "school of life" are used.

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**Keywords:** sport, bullying, harassment, consequences, metaphors.



# The Kurdish Morphology: The Application of it in Content Based Approach

Resul GEYİK<sup>1</sup>

## Abstract

The reality that, still, in 21<sup>st</sup> century some languages have not been analyzed, assessed and evaluated not only in terms of general linguistics but also in its unique language features. To name it Kurdish is one of those that need to be dealt with in all terms of linguistics such as phonologically, morphologically, semantically and syntactically. For sure some individual works and studies can be obtained, however, a very broad, comprehensive and detailed work is yet-to-be prepared and requires a great deal of attention.

As known very well, there are general trends in branches of any science and through them; one can easily intensified the area s/he wants to specialize in the areas that needs to be dealt with in details. When it comes to Kurdish Morphology, it is a like a very new area to be explored. The basic tenets of morphology like lexical and grammatical approaches in forming new words; comparing the free and bound morphemes will be very useful; moreover the word formation as derivationally and inflectionally will give us a very big chance to compare, contrast and analyze it with sub-usages in a variety of fields and multidisciplinary.

The objective of this study is to analyze and adapt the general linguistically existed theories to the Kurdish version. Basic texts of stories from Hawar movement and journal have been chosen to give the present language change. Though academically not having many chances to adapt itself with the education language which is updated with the technological and media based forms, Kurdish-Kurmanji protected itself in speech and owns a variety of regional uses by demonstrating a morphological richness.

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## Сокращения и аббревиатуры на Французском Языке

ГАСАНОВА Наилья Сархан Гызы<sup>1</sup>

Глобализирующийся мир стремительно развивается день ото дня. Наша повседневная жизнь, основанная на современных технологиях, влияет и на непрерывный рост сокращений и аббревиатур в языке. Динамика развития, о которой мы упомянули, наиболее заметна в органах печати. Стремительность заимствования новосозданных сокращений и аббревиатур и их массовое усвоение, превращается во все более сложный процесс. Эти аббревиатуры и сокращения, поступающие в наш язык, благодаря своей употребительности, восприимчивости и скорости понимания, приводят порой к обогащению словарного фонда языка. Фактор обогащения фонда сокращений и аббревиатур, создает необходимость специального изучения этого развивающегося процесса.

Процесс сокращений и аббревиатур, их возникновение носит частный характер в связи с особенностями, грамматическим строем языка, к которому они относятся, однако, есть и некоторые общие, единые для всех языков принципы механизма аббревиации, охватывающие в целом всю систему сокращений.

В последнее время процесс сокращений и аббревиатур не только не потерял своей значимости, но и получил еще большее развитие. Для того, чтобы стать свидетелями роста числа сокращений и аббревиатур, необходимо лишь ознакомиться с любой газетной статьей или материалом из журнала. Вот почему становится все труднее запоминать и отмечать новые сокращения, с которыми мы периодически встречаемся в периодической печати, на экранах телевизоров, радиоволнах, на интернет-сайтах и в социальных сетях. Иногда неправильное понимание или недопонимание этих сокращений и аббревиатур препятствует восприятию контекста в целом.

Очевидно, что создание сокращений и аббревиатур является достаточно древним процессом в языке. В целом, сокращения и аббревиатуры в нашей стране исследовались такими азербайджанскими лингвистами, как М. М.Адилев, Б. Ахмедов, Б. Абдуллаев и Н. Сейидалиев. Сокращения и аббревиатуры на французском языке до сегодняшнего дня были изучены У.Ибрагимом лишь с лексико-семантической точки зрения. Из зарубежных лингвистов исследования по данной теме были проведены такими учеными как В. Борисов, Т. Лашкова, Ф. Адам, Х. Бодри, К.Жермен, М. Плена, М. Гривис и др.

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<sup>1</sup> Докторант, диссертация на соискание ученой степени по специальности 5709.01- римский язык на кафедре фонетики и грамматики французского языка на факультете филологии и журналистики АУЯ, Баку, Азербайджанская Республика [AZERBAIJAN]



Выбор этой темы нами был определен желанием обширного исследования сокращений и аббревиатуры в свете прагматических (создание сокращений и аббревиатур, причины их возникновения) и когнитивных особенностей (их познание и восприятие).

В заключение можно сказать, что исследование и пути решения сокращений и аббревиатур на французском языке должны проводиться по их лингвопрагматическим и лингвокогнитивным особенностям. В качестве путей выхода из возникающих в процессе восприятия сокращений и аббревиатур сложностей, встречающихся в устных и письменных медийных текстах на французском языке, можно предложить следующие советы и рекомендации: регулирование любых, использующихся и создающихся в языке сокращений и аббревиаций в соответствии с их морфофонологическим, морфосинтаксическим, семантическим, прагматическим и когнитивным аспектом, может стать причиной их повсеместного опознания и однозначного восприятия всеми.

**Ключевые слова:** сокращения, аббревиатура, исследование, лингвопрагматичный, лингвокогнитивный



## Reduplication in Central (Sorani) Kurdish within Optimality Theory (OT)

Ghader ALLAHWEISIAZAR<sup>1</sup>

### Abstract

In morphology, word – formation process plays a crucial role. Among word formation – processes reduplication as a fascinating and fun aspect of language is encountered in every language and affects all types of linguistic units. Several studies of reduplication have been done in different languages that lead to many theories. Reduplication, as Charles Kauffman (2015) points out is a morphological process that through doubling a morpheme enhances, emphasizes, amplifies, enlarges, diminishes, adds number or changes verb tense – to bring about significant meaning changes or shades of meaning. Two basic forms of reduplication have been identified: partial reduplication and full reduplication. By providing an OT-based analysis, this article investigates reduplication in Central (Sorani) Kurdish. The scope of OT which explains a wide range of linguistic phenomena (including syntax, morphology and phonology) is able to explain reduplication, a constant challenge to rule – based approaches, using constraints. The research method of this study is descriptive – analytic. In order to verify various claims about reduplication in Central (Sorani) Kurdish, data have extracted from Kurdish – Kurdish – Persian Dictionary (Hanbane Borina) and some native Kurdish speakers, the intuition of the writer of this article as a native speaker of Central (Sorani) as well. The conclusion will summarize the results that various types of reduplication processes based on specific structure satisfy specific constraints. In each reduplication process constraints have a particular ranking. Using different rankings of markedness and faithfulness constraints reduplicated structure will be explained based on the meanings.

**Keywords:** reduplication, Central (Sorani) Kurdish, Optimality Theory, full, partial, markedness and faithfulness constraints

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## Русско-Курдская Омонимия

Ishak AKAY<sup>1</sup>

В статье рассмотрены вопросы омонимии между неродственными языками – русским и курдским. На основании структурно-семантического анализа русско-курдских омонимов этот вид омонимии может быть квалифицирован как самостоятельное явление диалингвальной лексико-семантической системы.

*Ключевые слова:* русский язык, курдский язык, межъязыковая омонимия, неродственные языки, структурно-семантический анализ, лексико-семантическая интерференция

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## Effects of different physiotherapy methods on gait recovery after stroke

Vaida PIEKUVIENE<sup>1</sup>

Svetlana KRAVCOVIENE<sup>2</sup>

### Abstract

**Research problem:** According to scientific literature, walking dysfunction occurs in more than 80 percent of stroke survivors. After applying different techniques of physiotherapy most of the patients are able to recover their walking ability, though, this recovery is partial and does not limit the patient's daily and social activities only in rare cases. Most of the time the gait biomechanics remain altered, step asymmetry is present, walking pace is reduced, and there is a higher falling risk, which indicates a reduced gait functionality. Scientists are still looking for effective ways of gait training, especially during the early post-stroke period, as the recovery potential is at its highest during the first 3 months after the stroke. In order to restore gait function and reduce physical load for physiotherapists, robot-assisted gait training is being used increasingly. However, according to some authors, the effects of robot-based therapy are comparable to those of regular gait training exercises with no clear advantages.

**Research object:** Effects of different physiotherapy techniques on gait recovery after stroke

**Research aim:** To evaluate the effects of different physiotherapy techniques on gait restoration for patients after stroke

**Research methods:** Analysis of scientific literature, testing, mathematical data analysis

**Conclusions:** 1. After sustaining a stroke the patients' movement control is inhibited, muscle weakness is experienced and there is a lack of coordination between different muscle groups. The quantity and quality of certain muscle synergies (modules) is reduced, hence gait is negatively affected. Having reviewed scientific publications one can see that in order to restore a functional gait for stroke patients, robot assisted trainers are increasingly used, the effects of which are based on the brain's neuroplasticity. 2. Positive changes in strength of affected ankle plantar flexor or dorzifleksor muscles were measured in both sample groups. 3. After physiotherapy truncal control improved in both groups, but much better in group I than in group II. 4. After physiotherapy gait and balance improved in both groups. Comparing changes in both groups one can claim, that patients in group I experienced a bigger improvement in gait.

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**Keywords:** Stroke, motor control, physiotherapy, over ground gait training, robotic elliptical gait trainer KinisiForo.



## Book printing in the XXI century: Problem of supply and demand

Leyla ABASOVA<sup>1</sup>

### Abstract

After the author, the research work is handed over to the reader, in other words, to the consumer going through the reviewer, the editors and computer operators: designers, correctors, and many other bookmakers. There are important problems with each of these processes, which are currently in the sphere of publishers' interest. The first problem is to choose a writer and a work. Generally, the publishers often face with the writer's stream because there is no single criterion for determining the quality of the work. Everyone thinks that his writing is worthy and accuses publishers who do not publish it. Of course, in Azerbaijan, during the years of Soviet rule, author – publisher's relationship that we have mentioned was correctly expressed. But now the situation has completely changed, and the author- publisher's relationship has become completely different. Now, no matter what topic or problem the author writes and how his work is written, a work is published on the author's own financial account. Such a condition is scientific, theoretical and practical problem. Book publishing is important. But its publication, promotion and realization are one of the most important issues.

In addition to the quality of book, its quantity should also be considered. It is not easy to meet reader's need profoundly, but abundance of books and predilection for them somehow creates indifference to books.

In our opinion, in the present period of privatization of publishing and printing houses and printing enterprises, the state's concern for book publishing, promotion and realization should be increased. Otherwise, our book printing culture may cause heavy damage.

The author used statistical, typological comparative analysis methods in the article.

The books published by publishing houses, in other words, proposals are not compatible to demand. This problem generally puts in the forefront the restructuring and organization of all aspects of the book business. The advancement of our country through the market economy, the conditions of independence has substantially updated the book publication. Nowadays there are state and private publishing houses in our country. To learn the product of these publishing houses and to determine and analyze how they

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meet the requirements of reader groups from the point of view of their content, field, typology and other spheres, to generalize existing experience assume special importance and topicality from the standpoint of bookmaking, book production and science of bibliology. Taking into consideration the scientific and practical significance of the problem, it is clear that book publishing culture should be studied in various aspects. The book which is considered as a storehouse of knowledge and information should be directed not only to the people's commercial and profit goals, but also to the moral and scientific needs of them.

Organization of publishing, promotion and realization of book in the level of world standards to eliminate the backwardness in publishing should be done by publishers, authors, and associations of book trade workers.

To organize the book publishing business at the level of the requirements of the time, it is important to know the correctness of the situation in this field, as well as the components that provide its development.

# The Effect of Corporate Social Responsibility Motives on Purchase Intention Among University Students in Turkey

Muhsin F. BAYIK<sup>1</sup>

S. Begum ATA

Sitem KINIS

## Abstract

Nowadays, people's sensitivity to social issues has been increasing rapidly. The concern of the potential customers has been affecting companies in a constantly changing and increasingly competitive markets. The companies become more interested in social issues and their potential solutions, which gives rise to Corporate Social Responsibility (CSR) projects undertaken by such companies. In previous studies, it was found that consumers were inclined to focus their attention on the firm's CSR motives when they assess the policies and actions of the firm on CSR. The management would like to learn the impact of their CSR projects on consumers towards their brands. The aim of the study is to investigate the effect of perceived Corporate Social Responsibility on brand perception and purchase intention. Data were collected from 489 university students in Turkey. As a result of the research, it was found that Corporate Social Responsibility projects have a positive effect on brand perception. Also, altruistic motive in the conceptual model was found to affect the attitude towards the brand positively.

**Keywords:** Corporate Social Responsibility, Intention to Buy, Altruistic Motive, Attitude Toward the Brand Attitude Towards the Firm.

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## The Preferences of Mathematics Teachers in the Process of Creating a Concept Map

Muhammet DÖNER<sup>1</sup>

Tamer KUTLUCA<sup>2</sup>

### Abstract

The aim of this study is to examine the mathematics teachers' preferences for the concept map preparation tool and the reasons for these preferences. In this study, a qualitative research method has been used since it is tried to investigate a situation in depth. Special case method was used in the study. The study was conducted with 27 primary and secondary mathematics teachers working in Genç district of Bingöl province. As a data collection tool, a questionnaire consisting of open-ended questions and a diary were applied. The answers given by the teachers were gathered under common themes and presented with frequency and codes. Before the questionnaire application, the participants were presented about concept map preparation tools and the usage of 4 different tools was shown and the applications were made. Each tool was processed on different days and at the end of the day, diaries were kept from teachers about their thoughts about the tool. At the end of this process, when the teachers' preferences and reasons for the concept map preparation were asked, the majority of the teachers (74.07%) preferred to use Inspiration program while 29.63% preferred Cmaptools program and 3.70% preferred Office Word program. Users who prefer the Inspiration program have often justified this choice because it is the most practical and fastest one.

**Keywords:** Mathematics teaching, Concept map, Inspiration, Cmap

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