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Editor's Introduction

Editor's Introduction

It is a dark moment for democracy and for human rights in Southeast Asia. The persecution of civilians by the junta in Myanmar continues and appears to be intensifying. Airstrikes have taken place against villages on the pretext that they were shielding resistance fighters. Extrajudicial incarcerations are taking place across the country and there are numerous examples of atrocities being committed as a form of intimidation. The recent Cambodian election resulted in a landslide for Hun Sen's ruling Cambodia People's Party (he has since passed the position to his son) – hardly surprising considering that the only real opposition, the Candlelight Party, was banned from contesting the election by a technicality pronounced by the National Election Committee (Mao, 2023). Meanwhile, its Thai counterpart was performing a similar role by suspending the leading of the general election winning Move Forward party, Pita Limjaroenrat, from parliament through another technicality (Reuters and Online Reporters, 2023). The winning coalition have been unable to form a government because of a bloc of 250 senators handpicked by the junta who ruled the country since the coup of 2014 and whose (unlikely) support in large numbers is needed for any incoming government to be formed. Vietnam is still jailing people for dissent expressed on Facebook pages. Even Singapore, often thought of as a beacon of progress (relatively, anyway), has shown its brutal side by executing a woman found guilty of trafficking 30g of heroin (Cai, 2023).

These are not isolated incidents. They are the results of decades of elites holding power who do not recognize the legitimacy of any opposition. The ways in which elite formation and reproduction have taken place in each country is different but the results for the majority of the people are the same: opaque institutions, unexplained decision-making processes and wasted opportunities. With the world experiencing, in July 2023, what seems certain to be the hottest month ever recorded, it is difficult to find much optimism that national leaders will respond in the required way to the enormous changes that would be required to deal with the results of the climate change crisis.

A recent information brief by the International Labour Organization (ILO, 2023) on the deteriorating conditions of the labour market in Myanmar indicate just how difficult life is there now for so many people – quite apart from the depredations of the junta and the desperation of the nationwide resistance. The economy had scarcely recovered from the coronavirus pandemic when the military coup took place and people have also had to contend with natural disasters such as Cyclone Mocha in May of this year, as well as the ongoing impacts of the global climate emergency. The amount of decent jobs available has declined as public sector positions have been lost and some at least of the foreign firms involved in manufacturing there having withdrawn. More people are moving into precarious self-employment and the number of people working in agriculture with higher-level or tertiary education has increased by 10%. Women are particularly badly hit, as ever, female unemployment at twice the level of male unemployment and women receiving 42% lower severance payments than men. With real wages having decline by 15% between 2017 and 2022, 70% of households have had to liquidate their assets, reduce their savings or borrow from others to make ends meet.

Recently, the fashion firm H&M announced that it was withdrawing from the Myanmar factory sector (Reuters, 2023). Many other companies have withdrawn, mostly with the support of the people. John Lewis Partnership, for example, announced that it would be gradually withdrawing from sourcing gems such as rubies from the country (Zan, 2023). However, the H&M situation is slightly different in that it employs mostly women in the factories of its supply chain and these, as noted above, are already suffering. The company notes various labour abuses that are alleged to have taken place. Nevertheless, a former British Ambassador to Myanmar, Vicky Bowman, who is now director of the Myanmar Centre for Responsible

Business, regrets the decision and argues that the women workers would have been better off if the company remained in business. These are often difficult decisions to make and there are rarely answers which are clearly the right thing to do.



Krirk University celebrated the 6th International Conference on Sustainable Management (ICSM) in Bangkok in April of this year. It was the first time that we have been able to welcome delegates to our campus and the face-to-face nature of presentations helps make for a different dynamic than online presence, although we have done what we can to make the best of what has been possible. I am pleased to announce that a revised version of one of the prize-winning papers, Intercultural Communication Analysis of Korean TV Dramas within China in the New Media Era by Zeguang Liang, is included in this issue.

I am also pleased to announce that a team led by Dr. Yu-Chih Lin has been working on creating and documenting Krirk University's response to the challenge of the Sustainable Development goals of the United Nations. Information is available at: <https://sdgs.krirk.ac.th>.

Universities are vital parts of communities and it is appropriate for them to take a lead in helping those communities understand change and how it will affect them. For years, many universities in Thailand have taken a role in helping the physical development of poorer areas of the country through infrastructure building projects and, more recently, have been involved in recording instances of local wisdom and helping to extend its value in other contexts. In common with many other societies, Thai society generally shows respect to those involved in education and those of us who work in universities have a duty to reward that respect by spreading the benefits of the knowledge that we have created and accumulated to the benefit of all.

In this issue, I am pleased to be able to welcome six double-blind peer-reviewed papers from a range of different subjects. Authors are from not just Thailand and China but also Taiwan and Nigeria. Earlier versions of some papers were presented at different iterations of the International Conference on Sustainable Management (ICSM) held here at Krirk University.

In the first paper, Liang Ze-Guang considers Korean TV dramas shown in China as part of the *Hallyu* of Korean culture promoted overseas and analyses various shows, especially *Descendants of the Sun*, according to a model of intercultural analysis.

In the second paper, John Olubunmi Falaju, Eucharia Ebelechukwu, Lieay Olusola Oguntola and Akin Ademuyiwa evaluate the promotion of language and cultural programmes in French and Russian in Nigeria. This is an important contribution to subaltern and postcolonial studies and is most welcome in the *ASEAN Journal of Research*.

In the third paper, Zhang Hui, Kanokkan Kanjanarat and Sarayut Khan look at the influences of teacher job satisfaction and job performance on turnover tendency using a sample of educational institutions in Guizhou in China.

In the fourth paper, Li Han and Han Hsing-Yu examine the influencing factors of the improved expectation model for delivery platform users in the post-epidemic era. The pandemic caused many changes, many of which have been hidden by the effects of other events and it is important to continue to explore how peoples' lives and livelihoods have been changed as a result with a view to enhancing standards of living and personal aspiration.

In the fifth paper, Yang Su-Li and Han Hsing-Yu consider the financing aspects caused by the USA-China trade dispute on Chinese small and medium-sized manufacturing enterprises.

In the sixth paper, Bashir Abdul-Rasheem examines Sunnah approaches to terrorism and counter-terrorism in Nigeria. This is also a subject I did not anticipate being addressed in these pages but I am delighted to be able to do so her.

In the managerial practice section, the noted Taiwanese composer Ho-Chung Yeh shares his approach to conducting technique based on a lifetime of practice at the highest possible level.

A number of book reviews are included to complete this issue. People interested in submitting a book review and, indeed, a paper of any sort should contact the editor directly, at: dr.john.wal@staff.krirk.ac.th. I hope you enjoy this issue and I look forward to producing Vol.2, No.1 in January, 2024.

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Peer Reviewed Research Papers

Intercultural Communication Analysis of Korean TV Dramas within China in the New Media Era

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Abstract: This study uses literature review and comparative analysis along with historical research methods to investigate the intercultural communication process of Korean TV dramas within China. Firstly, this paper analyzes the intercultural process of Korean TV dramas in China by using the 5W model proposed by Lasswell. Subsequently, this study puts forward four suggestions on the basis of China's national conditions and the development status of the TV drama industry, namely, adopting a popular narrative pattern to disseminate universal values; integrating national culture into the art of teleplay; identifying audience positioning, and making full use of social media and, finally, establishing a complete operating system for the TV drama industry. The research on intercultural communication of Korean TV dramas within China provides certain references and inspirations for promoting the development and intercultural communication of Chinese TV dramas.

Keywords: 5W model, intercultural communication, Korean TV dramas

1. Introduction

Nowadays, with the background of globalization, TV dramas are rapidly spread around the world with the power of the Internet, providing a link of communication between different countries in the world, and realizing large-scale cross-country and cross-ethnic dissemination. In 1959, the famous American anthropologist Edward T. Hall (1959) first proposed the concept of cross-cultural communication, pointing out a new direction for intercultural communication. With the deepening of globalization, people with different cultural backgrounds communicate more and more, and intercultural communication becomes more and more frequent. As an important branch of communication research, intercultural communication theory has become a significant field of academic research.

This paper uses literature review, comparative analysis, and historical research methods to analyze the intercultural communication of Korean TV dramas within China so as to summarize the enlightenment and suggestions for the development of Chinese TV dramas and intercultural communication. The purposes and significance of the research are as follows. Since China's reform and opening up, both the production and export of TV dramas have increased significantly. However, according to the *China Statistical Yearbook 2022* (National Bureau of Statistics of China, 2022), the total import value of TV dramas in 2018 was 806.57 million Chinese yuan (yuan for short hereinafter), the total import value of TV dramas in 2016 was 815 million yuan, and the total export value of TV dramas in 2016 was 297.32 million yuan. In the overseas dissemination of Chinese TV dramas, the import was greater than the export, and there was an obvious trade deficit. Therefore, learning the successful intercultural communication model from foreign TV dramas can provide an important reference for the development of Chinese TV dramas, break the trade deficit dilemma of overseas dissemination of Chinese TV dramas, and further enhance China's national soft power and international influence. Hence, the elaboration of the intercultural communication of Korean TV dramas within China can serve as a reference for the development of Chinese TV dramas and can be conducive to promoting the spread of Chinese TV dramas in the world.

This paper has the following innovations. On the basis of sorting out the previous research results, this paper does not stick to the original conclusions but tries to make some innovations. This article uses Lasswell's 5W model (He, 2017) to analyze the communication mode of Korean TV dramas in China, so

¹ An earlier version of this paper was presented at the 6th International Conference on Sustainable Management at Krirk University in April 2023, and won the best paper award.

as to provide suggestions and directions for the development and intercultural communication of Chinese TV dramas, thus further enhancing China's national soft power, breaking the dilemma of trade deficit of Chinese TV dramas and facilitating the global dissemination of Chinese TV dramas.

2. Intercultural Communication

Intercultural communication denotes the activities of information dissemination as well as cultural exchange (namely, information and cultural dissemination together with exchange activities) among individuals, organizations, and countries of different cultural systems (Tong, 2004). Intercultural communication maintains the dynamic balance of social structure and social system, connecting people from different regions, races, along with countries, and advancing the development and changes in human culture (Sun, 2015).

In 1959, the famous American anthropologist Edward Hall (1914-2009) published *The Silent Language*. He put forward the concept of cross-cultural communication for the first time, pointed out a new direction for intercultural communication, and systematically expounded the relations between culture and communication, marking the birth of the study of intercultural communication. Since then, Western scholars have taken culture and communication as their research objects, studied cultural communication and information exchange between people, organizations, institutions, or countries with different social backgrounds, investigated the diffusion, penetration, and migration of cultural elements in different cultural backgrounds, and explored how to achieve understanding, cooperation, coexistence, and common prosperity among different cultures.

Chinese scholars' research on intercultural communication began in the 1980s. After over 30 years of development, intercultural communication has initially formed a relatively complete discipline system in China. Intercultural communication is an important branch or extended field of communication. Besides, as a significant branch and expanded field of communication, intercultural communication also attaches great importance to the five basic elements of communication: "who" is the main body of communication, "says what" is communication content, "in which channel" serves as a communication channel, "to whom" is communication audience, and "with what effect" plays as communication effect. These five basic elements were proposed by Harold Dwight Lasswell (1902-1978) in 1948, namely, "Who says what in which channel to whom with what effect"; this definition was later called the "5W" communication model (He, 2017:18).

Accordingly, the process of intercultural communication includes the subject, the content, the channel, the audience, and the effect of intercultural communication. As a result, it is easy to produce a "cultural discount" (Hoskins & Mirus, 1988:501) in the process of communication, and even the failure of intercultural communication due to cultural differences.

The diffusion process of Korean TV dramas in China, Asia, and even the world is the intercultural communication process of Korean TV dramas. The intercultural dissemination process of Korean TV dramas has increased people's sense of identity, intimacy, and favour with Korean culture, and enhanced the international status and international influence of South Korea (Korea for short hereinafter). Thus, the research on intercultural communication of Korean TV dramas not only has theoretical value but also has strong practical significance.

This study will combine the perspective of intercultural communication with the five elements of communication studies to conduct an investigation on the five elements of the Korean TV drama's intercultural communication process in China - "Who", "Says What", "In Which Channel", "To Whom", and "With What Effect". To be more specific, using the 5W model to analyze the intercultural communication process of Korean TV dramas in China can enable us to have a clearer and deeper

understanding of the intercultural communication process of Korean TV dramas, and furnish important enlightenment for Chinese TV dramas' development and intercultural communication worldwide.

3. Intercultural Communication Analysis of Korean TV Dramas in China

The dissemination of Korean TV dramas within China has a history of decades. From the original *Lovers of the Stars* to *Descendants of the Sun*, *Ghosts*, and *The Glory*, Korean TV dramas harbour a wide range of influence and loyal fans among Chinese audiences. This article attempts to analyze the current situation, characteristics, and influencing factors of Korean TV dramas within China from the perspective of intercultural communication, as well as the cultural effects and inspirations of Korean TV dramas on Chinese audiences. This paper maintains that the successful dissemination of Korean TV dramas in China is mainly due to the following aspects. First, Korean TV dramas have a high level of production and artistic quality, which can attract the audience's attention and interest; second, Korean TV dramas have a certain affinity and commonality, which can arouse the audience's recognition and resonance; third, Korean TV dramas are disseminated through multiple channels and platforms, which can meet the different needs and preferences of audiences; fourth, Korean TV dramas rely on social media and fan culture, which can help form a strong word-of-mouth effect and social influence.

This paper also points out that the cultural effects of Korean TV dramas on Chinese audiences are mainly manifested in the following aspects. Firstly, Korean TV dramas enhance Chinese audiences' understanding and cognition of Korean culture and society; secondly, Korean TV dramas promote Chinese audiences' reflection on their own culture and society; thirdly, Korean TV dramas stimulate the Chinese audience's interest and willingness in cross-cultural communication and cooperation; fourthly, Korean TV dramas influence the Chinese audience's aesthetic orientation and lifestyle. The intercultural communication of Korean TV dramas in China is not only a cultural phenomenon, but also a cultural opportunity, which is of great significance to the promotion of friendly relations and mutually beneficial cooperation between China and Korea.

This part uses the 5W model proposed by Lasswell (2017) to analyze the intercultural communication mode of *Descendants of the Sun*, the hottest Korean TV drama within China in recent ten years. *Descendants of the Sun* was broadcast simultaneously on KBS and iQiyi on February 24th, 2016, whose themes include disasters, wars, medical care, and love. *Descendants of the Sun* set many records within China at that time, such as the Korean TV drama with the highest number of online broadcasts in China, and the Korean TV drama with the highest data on Weibo in China. As a consequence, *Descendants of the Sun* is one of the typical representatives of the Hallyu (or Korean wave) boom.

3.1. Intercultural Communication Disseminator (Who)

The disseminator is in the first stage of information dissemination and is the sender and controller of the dissemination content (Wang, 2016). The main disseminators of *Descendants of the Sun* are KBS TV station, N.E.W Film, and Television Company, screenwriters of Kim Eun-sook and Kim Won-seok, as well as directors Lee Eung-bok and Baek Sang-hoon, inter alia. N.E.W distribution company was established in 2008 and has a strong momentum of development. So far, it has been established for more than ten years and has become one of the major film production companies in Korea. Before making the TV drama *Descendants of the Sun* in 2016, it already had rich experience in making movies. In 2016, N.E.W produced a TV drama for the first time, which was *Descendants of the Sun*. Film production company N.E.W's film production experience and overseas shooting know-how exerted a key role in the production of *Descendants of the Sun*.

The screenwriter Kim Eun-sook is the gold medal (ace) screenwriter, called the "Romantic Love Textbook". *Prague Lovers*, *Secret Garden*, *A Gentleman's Dignity*, *The Heirs*, and other excellent TV series were

written by her. Known as the queen of golden sentences, she warms people's hearts with words. She is also a maker of romantic fantasy, depicting heart-pounding love with light-hearted humour. She is famous not only in Korea but also in China. The screenwriter Kim Eun-sook guaranteed the creation quality of the plot, lines, and story themes of the TV drama *Descendants of the Sun*.

Kim Won-seok, a Korean screenwriter and director, is the director of the workplace drama *Misaeng*, which was a hit in 2014. Li Yingfu is a well-known director with popularity and strength, who has directed idol dramas such as *Dream High* and *Secret*. Baek Sang-hoon is also a Korean director, whose main works include *Who Are You - School 2015*. Hence, the directors of *Descendants of the Sun* own the strength to present fully the content, theme, and artistic connotation of the script of *Descendants of the Sun* to the audience.

Consequently, as far as the disseminator of communication is concerned, powerful production companies and production companies guaranteed the excellent production of the Korean TV drama *Descendants of the Sun*, and talented screenwriters guaranteed the production of plots, lines, and story materials of *Descendants of the Sun*. Besides, well-educated and capable directors fully presented the script content, artistic connotation, and theme to the audience, ensuring the quality of *Descendants of the Sun*.

3.2. Intercultural Communication Content (Says What)

Intercultural communication is the process of transmitting and exchanging information, concepts, values and beliefs under different cultural backgrounds through various media and channels. The purpose of intercultural communication content is to promote understanding, respect, and cooperation between different cultures, eliminate prejudice and conflict, and enhance cultural diversity and tolerance. There are many forms of intercultural communication content, such as literature, art, film, music, advertising, news and education, among others. The quality and effect of intercultural communication depend on many factors, such as the cultural literacy and sensitivity of the communicator, the cultural background and acceptance of the audience, the choice and use of media, and the social environment and system. Intercultural communication content is a complex and interesting field that requires constant research and exploration. *Descendants of the Sun* is a pure love drama based on the grand patriotic concept and the broad mind of saving lives and healing the wounded.

Descendants of the Sun breaks the traditional love triangle or quadrangle, and the two pairs of lovers harbour one-to-one emotional entanglements. It is also different from the love stories of previous TV dramas, so the stories of the two couples are concentrated. The subordinate male protagonist and subordinate female protagonist intersperse with flashbacks to recall the past of their love. One side is the past of the subordinate male protagonist and subordinate female protagonist, and the other side is the future of the leading male and female protagonists. The two love lines run parallel. Using work subtly to connect the four people together makes Chinese audiences feel very novel emotions. In addition, the protagonists of *Descendants of the Sun* show equal professional awareness and values, and advocate an equal view of love. Today, when equality between men and women is advocated, this "evenly matched" view of love is more likely to be accepted by Chinese women in the new era (Liu, 2017).

3.3. Intercultural Communication Channel (in Which Channel)

Intercultural communication channels are the ways and means of conveying information and exchanging meanings under different cultural backgrounds. Intercultural communication channels can be divided into language channels and non-language channels. Language channels refer to channels that use written, spoken, or electronic language symbols for communication, such as books, newspapers, television, radio and the Internet. Non-verbal channels indicate channels that use non-verbal symbols such as body movements, facial expressions, clothing, colours, music, and art to communicate, such as dance, painting,

sculpture and architecture. The choices and use of cross-cultural communication channels not only depend on the cultural differences between the disseminator and the receiver but also are affected by the purpose, content, occasion, and media of communication. The effective use of intercultural communication channels can promote understanding and communication between different cultures and can also avoid or reduce possible obstacles and conflicts in intercultural communication.

From the perspective of communication channels, TV dramas are no longer exclusive to TV. With the update of communication technology, the Internet has also become the main channel for TV drama dissemination (Yao, 2012). The communication environment of *Descendants of the Sun* is video websites and social media, which greatly reduce the constraints of time and space and greatly enhance the freedom and flexibility of audience viewing. Moreover, the interactivity of online media and the high contact rate of mobile media maximize the communication effect. Under this environment, the audience's willingness to watch is more active, and the ways of watching are more flexible, diverse, and elastic. Before and during the broadcast of *Descendants of the Sun* on the online platform, Chinese netizens and online video users reached a certain base, which laid the foundation for the broadcast of *Descendants of the Sun* to acquire a large number of viewers on the online platform. In addition, before the broadcast of *Descendants of the Sun*, iQiyi had already accumulated a very large user base. Its large user base has provided a solid user base for the hit *Descendants of the Sun* (TechWeb, 2023-3-2).

Entering the era of Web 2.0, the emergence and development of social media make the dissemination of information no longer mainly rely on "one-to-one" interpersonal communication, but "one-to-many" group communication. Compared with previous media, social media has great advantages in dissemination, sharing, and communication. Social media represented by Weibo has become the most frequently used media form. In addition to disseminating information, social media, as an interactive platform, cannot be ignored. From Weibo to topics and then to hot topics, a powerful online word-of-mouth communication has been formed.

The high exposure rate and high degree of discussion brought by social media such as Weibo and WeChat have made *Descendants of the Sun* a hot topic among Chinese people. Then the popularity of the topic is converted into ratings. Consequently, Weibo and WeChat, as a kind of social media, have also exerted a great role in the high ratings of Korean TV dramas within China and the flowering of *Hallyu* within China.

After the introduction of *Descendants of the Sun*, iQiyi integrated resources, sparked discussions on topics related to *Descendants of the Sun*, and expanded the influence of fans. Before *Descendants of the Sun* was broadcast, iQiyi launched a warm-up topic discussion on Weibo, predicting the direction of the plot, and the reading volume of the topic skyrocketed every day. The accumulated video views even exceeded 13 million times. On the official premiere day, it reached 3 million viewers in less than 24 hours. At the same time, it also left topics for plot discussion in various aspects. WeChat Moments had various topics related to *Descendants of the Sun*, and topics about *Descendants of the Sun* on Weibo ranked first in the hot search list, iQIYI's prime location also highly recommended *Descendants of the Sun*, which showed the popularity of *Descendants of the Sun* in China (Liu, 2016).

Therefore, iQiyi not only has a huge user base, but iQiyi has shown strong operational strength in promoting *Descendants of the Sun*. Accordingly, *Descendants of the Sun* became popular within China before it was broadcast. After it was broadcast, topics related to *Descendants of the Sun* were created unceasingly and the popularity of the Korean TV drama was boosted continuously, thus further increasing viewership.

3.4. Intercultural Communication Audience (to Whom)

3.4.1. Audience Turning Younger

Korean TV dramas have a wide audience around the world, mainly young people. This phenomenon reflects the characteristics and influence of intercultural communication of Korean TV dramas. This paper analyzes the reasons and effects of Korean TV drama audiences being younger from the following three aspects.

First, the content and form of Korean TV dramas meet the aesthetic and psychological needs of young people. Korean dramas mostly focus on love, youth, suspense, fantasy, and other themes, showing young people's dreams, challenges, growth, and values. The production level of Korean TV dramas is very high, with exquisite pictures, beautiful music, and charming actors, which seize the eyes and ears of Chinese young people.

Second, the dissemination channels and methods of Korean TV dramas have adapted to the living habits and consumption patterns of Chinese young people. Korean TV dramas are not only broadcast on traditional TV stations but also provide online viewing and download services on online platforms, making it convenient for Chinese young people to watch them anytime, anywhere. Korean TV dramas also carry out secondary dissemination through social media, fan groups and word-of-mouth recommendations, thereby forming a strong topic effect and sense of community.

Third, the cultural value and significance of Korean TV dramas have aroused the recognition and resonance of Chinese young people. Korean TV dramas not only show Korean customs, history and culture, and social reality, but also convey some common humanistic care, moral concepts, and emotional expressions, allowing Chinese young people to feel the commonality and diversity across cultures. Korean TV dramas also stimulate Chinese young people's interest and curiosity in Korean and other countries' cultures, promoting cultural exchanges and understanding.

The turning younger of Korean TV drama audiences in intercultural communication is a phenomenon worthy of attention and research. It reflects the competitiveness and influence of Korean TV dramas in the global cultural market and also reveals the characteristics and needs of young people as major participants and consumers in intercultural communication.

Since *Descendants of the Sun* is broadcast on the Internet platform, and young people are the core users of the Internet, most of the recipients of *Descendants of the Sun* are young people. *Descendants of the Sun* takes love as the main line and is welcomed and liked by young people. The unswerving love performed by people of the same age as themselves (handsome male protagonist, beautiful female protagonist), coupled with romantic and touching lines as well as dreamy and beautiful scenes, arouses modern young people's desire for romantic love and pursuit of a better life. *Descendants of the Sun* has only 16 episodes. Compared with the previous TV dramas with dozens or even hundreds of episodes, it is suitable for the fast-paced lifestyle of young people today and also fits the mobile and fragmented network viewing environment.

3.4.2. Cultural Tolerance

First, the process of globalization is accelerating, and China has been deeply involved in the wave of globalization. In contemporary society, more and more young people have the experience of travelling abroad, visiting foreign countries, and studying abroad, which is conducive to gaining a certain understanding of foreign cultures. There are also many foreigners who come to China to study and communicate, and the public also has the opportunity to get in touch with foreign cultures. In addition, most modern Chinese young people are open-minded, have a strong ability to accept foreign cultures, and are

willing and good at sharing and communicating. That is to say, they have the willingness and ability to communicate across cultures meanwhile.

From 1995 to 2016, ordinary Chinese citizens had access to the Internet, with a history of more than 20 years. The two generations aged 10-19 and 20-29 have also been exposed to and used the Internet since childhood. They are two generations who grew up in front of computer screens. Through the Internet, they have had the opportunity to contact and understand other cultures from an early age. The Internet is (mostly) open and global, which also encourages its users to develop a broad vision and an inclusive cultural outlook. Therefore, compared with middle-aged and elderly people, these two generations of Chinese young people are more likely to accept and tolerate foreign cultures, and they are also more likely to accept Korean TV dramas.

The dissemination of Korean TV dramas within China holds a history of more than 20 years, and modern young people have grown up with the broadcast of Korean TV dramas in China. They have had the opportunity to come into contact with and watch Korean TV dramas since they were young, which greatly reduces the possibility of “culture shock”, and even does not cause cross-cultural barriers when they watch Korean TV dramas. Accordingly, it is easier for Chinese young people to accept intercultural communication of Korean TV dramas in China.

3.4.3. Use and Satisfaction

In 1973, Katz, Haas, and Gurevitch selected 35 needs from the literature on the social and psychological functions of mass media and divided them into five categories: cognitive needs (acquiring information, knowledge along with understanding); affective needs (emotional, pleasurable, or aesthetic experiences); personal integration needs (enhancing trustworthiness, confidence, solidity, as well as status); social integration needs (enhancing relationships with family, friends, exposure to the world, etc.); needs to relieve stress (escape and distraction) (Katz, Haas & Gurevitch, 1973).

Use and satisfaction is a process of interaction between the audience and the media. When the communication content can meet the audience's needs, the audience will gain satisfaction and maintain the choice of accepting the communication content; however, when the communication content cannot satisfy the audience's needs, the audience will be “dissatisfied” when using it, and they may choose not to accept related communication content to a large extent. Through the use and gratification mechanism, the audience realizes the choice of the content, which affects the effect of content dissemination.

Descendants of the Sun satisfied the audience's needs and was a hit in China. On the one hand, it is because of its popular actors, innovative characters as well as exciting and compact plots, which render the target audience obtain the first “satisfaction”. On the other hand, the pace of modern life is very fast and the pressure is extremely high. When people are worrying about work and life, they can gain recreation and entertainment by watching Korean dramas, which can help them escape from the pressure and burden of daily life and provide emotional liberation for the audience. The needs of the audience group, mainly young people, have been “satisfied” in the process of “using” *Descendants of the Sun*, which has made *Descendants of the Sun* extensively popular within China.

3.5. Intercultural Communication Effect (with What Effect)

In a broad sense, communication effects include all objective results caused by communication behaviours, including not only the realization of the intention of the communicator but also other influences and consequences on the surrounding society (Zhao, 2018). The intercultural dissemination of *Descendants of the Sun* in China is very successful. As of September 2020, the Korean TV dramas broadcast in China have not broken the broadcast volume and popularity of *Descendants of the Sun*.

Additionally, due to the popularity of *Descendants of the Sun*, it has also had a great impact on Korea's tourism industry. The fans of *Descendants of the Sun* go beyond their enthusiasm for the TV drama itself and then extend their enthusiasm for Korean tourism. Statistics from Ctrip show that after the broadcast of *Descendants of the Sun*, more than 100 well-known Chinese travel agencies launched more than 130 *Descendants of the Sun* travel products on Ctrip. *Hallyu* culture has become a major driving force for Chinese tourists to travel to Korea (Sohu, 2022-7-2).

In line with the data provided by the Korea Tourism Knowledge Information System (2020), the number of Chinese tourists visiting Korea in 2015 was 5.98 million and the number of Chinese tourists visiting Korea in 2016 amounted to 8 million, with an increase of 34.82% than 2015. The *Hallyu* boom caused by *Descendants of the Sun* made fans of *Descendants of the Sun* enthusiastic about traveling to Korea, which has had a certain impact on the surge of Chinese tourists visiting Korea.

Moreover, after the broadcast of *Descendants of the Sun*, the number of Chinese people buying Korean products through the Internet has soared. The clothes, shoes, hats, earrings, necklaces, etc. which the leading actor and actress of *Descendants of the Sun* "Song Hye Kyo" and "Song Joong Ki" on Taobao wore in the drama, as well as related items in their photos, set off a buying boom.

According to the March 2016 report on online shopping trends published by Statistics Korea, online overseas direct sales in the first quarter of 2016 were 478.7 billion won, an increase of 84.5% from 259.4 billion won in the first quarter of 2015. Chinese people are the overwhelming majority of purchasing consumers, and the purchase amount was 363.4 billion won, accounting for 75.9% of the total (Statistics Korea, 2021-7-2). The *Descendants of the Sun* craze also had an impact on China's online direct shopping frenzy in the first quarter of 2016.

Thus, the upsurge of *Hallyu* caused by Korean TV dramas such as *Descendants of the Sun* not only boosted the development of the Korean cultural industry, but also drove the development of other industries including clothing, food and tourism, bringing huge economic benefits to Korea, and has increased the favourability and love of people in the world towards Korea.

4. Enlightenment to Development of Chinese TV Dramas

This paper analyzes the intercultural communication process of Korean TV dramas in China and proposes the following advice for the development of Chinese TV dramas.

4.1. Adopting Common Narrative Mode to Spread Values

Korean TV dramas have mainly focused on family dramas and romantic dramas. Romantic dramas adopt the narrative mode of "Prince and Cinderella" and innovate in combination with the real situation to pursue beautiful love. Family dramas focus on the ordinary lives of ordinary people, integrate positive and healthy life concepts, and a warm family atmosphere into the plot, and use the language of daily life to befriend the audience.

Although China also has some TV dramas that have successfully spread to the world, for example, the early *My Fair Princess* was translated into English, Korean, Russian, and other languages, creating a sense of Chinese TV dramas spreading abroad. The reason is inseparable from the adoption of the "Prince and Cinderella" narrative mode. However, in recent years, spy war dramas and military struggle dramas have become major types of TV dramas. Chinese spy war dramas and military struggle dramas are most closely related to the Anti-Japanese War, which are likely to cause cultural conflicts and are not easy to break through the barriers of intercultural communication. For this reason, Chinese TV dramas should also adopt

a common narrative mode and spread universal values, so that they can be easily accepted by people from other cultures around the world.

4.2. Integrating National Culture into TV Drama Art

In Korean TV dramas, ordinary family dramas show the Korean people's family ethics and life attitudes, and romantic love dramas show the Korean people's self-improvement, independence, and sacrifice for love. Accordingly, the Korean national culture has been successfully integrated into Korean TV art, subtly establishing a good national image. Under the impact of Western industrial civilization, Korean TV dramas still spread traditional Confucian culture and universal values. While maintaining their daily routine and uniqueness, they actively adapt and absorb the essence of Western culture to form values in line with modern society. Korean TV dramas combine nationality and modernity, displaying the beauty of Eastern culture in the blending and collision with Western culture.

Chinese TV dramas do not fully display Chinese culture in TV art, which is a great loss to Chinese culture. Chinese TV dramas should also be based on the national culture of the country and integrate Chinese characteristic culture and people's life philosophy into TV dramas, such as showing China's multiculturalism, traditional food, and tolerance, so that the world can see the real life and beautiful spirit of the Chinese people. In this way, TV dramas can be close to life, spread "truth, goodness and beauty," conform to the audience's aesthetics, and can also eliminate foreign people's misunderstanding of China, and establish a good national image. Moreover, while maintaining the national culture, we should also keep pace with the times, achieve the perfect combination of nationality and globality, and promote the intercultural communication of Chinese TV dramas in the world.

4.3. Identifying Audience Positioning and Making Full Use of Social Media

In the Internet era, Korean TV dramas are broadcast on the Internet, and the audience is targeted at the core young users of the Internet. The plot design of Korean TV dramas meets the needs of young audiences. Plus, Korean TV dramas make full use of the fast spread of social media, start publicity before broadcasting, create hot topics during broadcasting, and easily achieve popular results. In contrast to Chinese TV dramas, when *The Heirs* and *You Who Came from the Star* became hits, 75% of TV dramas in China did not reach the 0.5% ratings (People's Daily Online, 2022-7-2). One of the reasons is that the positioning of Chinese TV dramas is vague and ignores the needs of the audience. There is little interaction with the audience and the content of the TV dramas cannot be adjusted in a timely manner in accordance with the audience's needs and tastes.

Chinese TV dramas should locate the audience in advance, use questionnaires or interviews to understand the needs of the audience, utilize social media to create topics after broadcasting, ask the audience to leave comments, and obtain the audience's true feelings and psychological demands. According to the needs of the audience, the content of the TV dramas is appropriately modified, so that the audience can feel multiple satisfactions with the content of the TV dramas, which can be transformed into a good reputation among the audience and continue to generate better ratings. In addition, the dissemination method of Chinese TV dramas is still mainly TV publicity, and social media should be fully utilized to create topics before broadcasting to attract a large number of audiences. Accordingly, before the TV dramas start broadcasting, make full use of social media to warm up the TV dramas, create topics, and convert the popularity into ratings after the TV dramas start broadcasting. To sum up, Chinese TV dramas should do well in audience positioning and audience demand investigation and actively use social media to spread, so as to promote the spread of Chinese TV dramas at home and abroad.

4.4. Establishing Complete Operating System for TV Drama Industry

The success of Korean TV dramas is not just the success of TV dramas, but the success of a national cultural brand. Behind this success is the promotion of a complete TV drama industry operation system. Korean TV dramas adopt the production mode of “writing while filming and broadcasting” and Korean TV dramas attach great importance to the role of screenwriters. The various departments of TV drama production are highly coordinated, the cycle is short, the efficiency is high, and manpower and material resources are saved. During the broadcasting of TV dramas, it also actively interacts with the audience, adjusts the plot in a timely manner according to the audience’s feedback, and integrates with the market to the greatest extent.

As far as Chinese TV dramas are concerned, it is a long process from script creation and then filming to marketing promotion for a TV drama, and they are disconnected from each other. This mechanism of separation of production and broadcasting is divorced from the market. Moreover, in the production of Chinese TV dramas, directors and actors are “kings,” and the rights of screenwriters are not taken seriously. Therefore, in the production process of Chinese TV dramas, it is essential to improve the ability to cultivate screenwriters and pay attention to the status of screenwriters. Make high-quality TV dramas with wonderful stories and great impressions on the audience, not idol dramas that only rely on stars to become popular. During the broadcasting of TV dramas, it is significant actively to interact with the audience, adjust the content and ending of the TV dramas according to audience feedback in time, and integrate with the market to the greatest extent. At the same time, the review time for TV dramas should be shortened, and the production and broadcasting cycle of TV dramas should be reduced.

Furthermore, it is of great importance to improve the financial investment mechanism to support the development of TV dramas, improve the incentive mechanism for the export of TV dramas, and increase the support and rewards for the export of TV dramas. Besides, it is essential actively to carry out international exchanges and cooperation in the field of film and television, strengthen international cooperation and co-production of TV dramas; build the brand of “Chinese TV dramas,” promote the “going out” of excellent TV dramas and related film and television organizations, and enhance the competitiveness and influence of Chinese TV dramas. In a word, under the leadership of the Chinese government, Chinese TV dramas should strive to create a brand culture of Chinese TV dramas, establish a complete and efficient TV drama industry operation system, and actively promote the development and intercultural communication of Chinese TV dramas.

5. Conclusion

This study uses literature review, comparative analysis, and historical research methods to probe into the intercultural communication process of Korean TV dramas within China, which are the representative of *Hallyu*. *Hallyu* is a cultural phenomenon that takes Korean TV dramas, movies, music, games, Korean clothing, Korean food, etc. as the carriers and spreads in Asia and even the world. However, judging from the influence in China, Korean TV dramas are the most prominent carrier of *Hallyu*. Hence, this paper used the 5W model proposed by Lasswell (2017) to conduct an intercultural communication analysis on Korean TV dramas.

The paper summarized the reasons for the success of Korean TV dramas within China from the perspectives of the disseminator, communication content, communication channel, audience, and communication effect. Disseminators of Korean TV dramas are powerful distribution companies, production companies, screenwriters, and directors. Korean TV dramas’ communication content is the popular narrative mode - Cinderella, which has been innovated combined with the times. As far as the communication channel of Korean TV dramas is concerned, in the Internet age, Korean TV dramas rely on online video dissemination, coupled with the fast spread of social media, effectively promoting the speed and popularity of Korean TV

dramas. Concerning the communication audience, Korean TV dramas target young audiences, who are the main users of the Internet, and with the growth of the Internet, they have an international perspective. With the acceleration of the globalization process, they have more exposure to foreign cultures and a high degree of tolerance, who have grown with the broadcast of Korean TV dramas within China, with a high acceptance and recognition of Korean TV dramas.

Finally, through the analysis of the intercultural communication process of Korean TV dramas within China and the summary of the success factors of Korean TV dramas within China, it provides important enlightenment and influence on the development and intercultural communication of Chinese TV dramas. Based on the actual situation of Chinese TV dramas combined with Chinese culture and national conditions, multiple suggestions have been put forward.

To begin with, it is essential to adopt a common narrative mode to spread values, so as to avoid cultural conflicts and promote the intercultural communication of Chinese TV dramas in the world. Second, it is of significance to integrate national culture into the art of TV dramas. Chinese TV dramas should display China's multiculturalism, traditional cuisine, and be close to life, eliminate foreign people's misunderstanding of China, and establish a good national image. Third, it is important to identify audience positioning and make full use of social media. Chinese TV dramas should have a clear audience positioning, actively interact with audience groups, understand the audience's needs, meet the audience's needs, actively use social media to spread, and increase the topicality of TV dramas and popularity, thereby boosting the ratings and promoting the spread of Chinese TV dramas at home and abroad. Fourth, it is beneficial to establish a complete operating system for the TV drama industry. Under the leadership of the Chinese government, it is requisite to form a brand culture of Chinese film and television dramas, create an operating system for the TV drama industry, and actively promote the "going out" of Chinese TV dramas.

Consequently, the study of the successful intercultural communication process of Korean TV dramas in China retains certain reference significance for boosting the sustainable development of Hallyu in China. It has implications for the international intercultural communication of Chinese TV dramas. Meanwhile, it is a means of exploring more experiences for future cultural exchanges between China and Korea.

Additionally, this investigation also furnishes multiple academic contributions. To be more specific, the first contribution to academic knowledge is that this study adopts the 5W model as well as Use and Satisfaction Theory to explore the intercultural communication process of Korean TV dramas in China, offering new research perspectives for the intercultural communication studies on (Korean) TV dramas, and supplementing research literature on intercultural communication of (Korean) TV dramas. Moreover, this study also contributes to extending the research methods of intercultural communication research on (Korean) TV dramas by means of combining several research methods (i.e., literature review, comparative analysis, and historical research methods) to probe into the intercultural communication process of Korean TV dramas.

Although this study yields a number of academic and practical implications and contributions, yet the research also harbours several limitations. For instance, this study only analyzes the intercultural communication process of Korean TV dramas, but the intercultural communication processes of other countries' TV dramas, such as American TV dramas, Thai TV dramas, and Chinese TV dramas, have research value and are worth deep exploration as well. Therefore, in future research, the intercultural communication processes of other countries' TV dramas, e.g., American TV dramas, Thai TV dramas, and Chinese TV dramas, ought to be delved into, which can be conducive to expanding the database of the research content. Further, a comparative analysis of the intercultural communication processes between two or more countries' TV dramas, such as Korean TV dramas, American TV dramas, Thai TV dramas, and Chinese TV dramas, can be conducted, which is beneficial for summarizing effective and valuable suggestions for intercultural communication of TV dramas via comparing the intercultural communication

processes of TV dramas in different countries. Besides, this study only utilizes qualitative research methods without adopting quantitative research methods to examine the intercultural communication process of Korean TV dramas. As a result, quantitative methods in future research as well ought to be used so as to enrich the research methods of studies on intercultural communication and TV dramas.

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Language and Cultural Immersion Programmes in Russian and French Languages in Nigeria 2012 -2022: Problems and Prospects

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Abstract

The linguistic and cultural complexities encountered by students studying Russian and French languages in Nigerian universities, especially during their immersion programmes, have become recurrent in the 21st century. Although studies have been carried out on immersion programmes, to the best of our knowledge none of these studies specifically addresses the peculiar Nigerian dimension to the problem of Nigerian students studying Russian and French languages on immersion programmes. This study investigates the problems and the prospects in language and cultural immersion programmes at the University of Lagos and the University of Ibadan. It identifies the problem of lack of finance, cultural shock, and lack of parental and emotional support as some of the challenges students of foreign languages from these two universities faced during their immersion programmes in Russian and French languages from 2012 to 2022. Furthermore, it recommends ways of addressing these identified problems. The study employs the historical research approach in analysing the progress of language and cultural immersion programmes at the two universities' under study. Questionnaires were created and distributed among 100 students of both universities who have embarked on immersion programmes.. The research employs a semi-structured technique as students were required to respond to a digital survey. The findings of this research reaffirm the importance of language and cultural immersion programmes in the study of Russian and French languages in Nigerian universities. Overall, the paper proposes that language and cultural immersion programmes are pedagogical instruments for addressing the problem of dialogue between cultures and cultural clashes.

Keywords: *clash, culture, dialogue, French language, immersion programme, Russian language*

1. Introduction

An immersion programme can be defined as a language learning strategy that involves total immersion in a target language and culture, usually through language instruction classes, cultural activities as well as living with a host family. The role of language in education can not be overemphasised. Language has been defined as a vehicle for people's culture and a means of maintaining and preserving their culture (Lori & Okotete, 2017). Healy (1967:24), succinctly describes language as a means of communication and the gateway to a people's culture. Culture itself has been defined as the social heritage of a people, that is, those learned patterns for thinking, feeling and acting that are transmitted from one generation to another including the quintessence of those patterns in physical objects (Maiconis, 2000). According to Abimbola (2021), culture is the manifestation of human intellectual achievements collectively and universally as a "... grouping. Learning a foreign language is an interesting as well as a tasking and a difficult endeavour for anyone. It is, indeed, the starting point of a linguistic journey." However, once a person has decided to learn a new language, there is always a force discouraging the new learner on this journey. To combat this

force, over the years, there have been many approaches and varieties of methods suggested by researchers in the teaching of a foreign language to second and third-language learners. An immersion programme is one of these key methods. A language and cultural immersion programme is an experiential learning programme that is beyond the basic instruction offered by language courses in traditional curriculum programmes. Language and cultural immersion programmes are essential in language acquisition. According to Barimani-Varandi (2012), an immersion programme is one of the interesting innovative approaches employed in the teaching of a foreign language that exposes students to a cooperative form of learning as the medium through which they can acquire a second language in the process of mastering the school's subjects. The problems Russian and French students from Nigerian universities on immersion programmes encounter every year keep growing unabated, with students having different challenging experiences. These unresolved problems call for the need to probe the immersion programme and the experiences of these students during the immersion programme. It is on this note that we will investigate the language and cultural immersion programme for the last decade at the University of Lagos and the University of Ibadan with the view of bringing to light the problems mitigating against students learning Russian and French languages with ease. The digital survey used in this study encapsulates a Google form divided into two sections. The breakdown of the sections is discussed in the latter part of this study. All ethical concerns are fully accounted for as all digital laws that concern data collection were strictly adhered to. The data were collected and analysed for the sole purpose of this research.

The rest of the paper goes on to review the theories relevant to the research and the historical development of the French and Russian immersion programmes languages at the two universities involved in the study. Further, the types of immersion programmes, prospects and problems of immersion programmes are discussed alongside the details on the questionnaires administered while the problems students encounter with the immersion programmes in both languages are discussed. Lastly, the paper closes with the findings from the research and the recommendations therefrom.

2. Literature Review

2.1. The Origin and Evolution of the Immersion Programme in the World

Genesse, Paradis and Crago (2004) conceptualizes an immersion programme as a method of second language instruction in which the regular school curriculum is instructed through the medium of the target language. Immersion education has been defined as a bilingual type of learning that gives students a sheltered classroom environment in which they receive at least half of their subject matter – instruction through the medium of a language that they are learning as a second, foreign, heritage, or indigenous language (L2) (Lyster & Genesee, 2012). In the view of Genesse et al. (2004), for a programme to be regarded as an immersion programme at least half of the instruction during a particular academic year must be provided through the second language. Cummins (2009), cited in Barimani-Varandi (2012), however, avers that language and cultural immersion programmes on the one hand imply organized and planned forms of bilingual education through which students are immersed in a second language instructional environment to develop proficiency in the two languages. On the other hand, it denotes the immersion of immigrant language children in a classroom environment where teaching is mainly carried out through their second or third language to develop literacy and proficiency in both languages (Barimani-Varandi, 2012; Cummins, 2009). There is no controversy on the origin of the immersion education programme among researchers. Canada is regarded as the place where the immersion programme was birthed in the early 1960s (Baruiani-Varandi, 2012). The term immersion education was first used to depict novel and innovative programmes in which the French language was employed as a medium of instruction for elementary school children who are native English speakers (Cummins, 1998). The immersion programme began in response to a lack of fulfilment in traditional classroom settings. Wallace Lambert, Richard Tucker, and several other scholars and educators at McGill University started to implement language immersion programmes in Quebec in the 1960s. This was done in a private classroom, where teachers communicated with pupils

solely in the target language, even though the majority of them were bilingual. Students were encouraged, if not required, to learn to communicate in the target language using this approach. Nikula and Mard-Miettinen (2014) observe that the creation of immersion education in Canada was purely for sociolinguistic and societal purposes to help monolingual students in a bilingual society become functionally bilingual. The original approach evolved into a first-grade French immersion programme. In the first class of this programme, the instructors only spoke French to local English speakers, and every 12 months, they increased the amount of English in their language classes. This was a successful strategy since those students were the best among their classmates and they had a deeper comprehension of French.

Cummins (1998) also avers that the Canadian French immersion programmes were the first time immersion programmes which were exposed to an extensive long-term study review, although some research had been conducted earlier on the subject in other contexts. Johnson and Swain (1997) opine that the concept of immersing the student in a second language (L2) instructional environment is not a new concept and the usage of L2 as a medium of instruction has existed as a rule rather than an exception throughout the history of formal education. This view was reaffirmed by Bostwick (2001). cited in Barimani-Varandi, (2012) who notes that the origin of the immersion programme is traceable to 300 BCE. However, the bilingual type of education generally referred to as immersion education that was used at Katoh is believed to have started in Quebec (Barimani-Varandi, 2012; Bostwick 2001). This type of immersion education practiced in Quebec in the view of Bostwick (2001) is a good example of an immersion programme. Fortune & Tedick (2003) observe that some researchers believed that second language skills developed naturally and proficiency in an L2 arises from the experience of content study within a richly interactive environment that involves language proficiency adults and language learning peers.

Lyster and Genese (2012) observe that in Language and Cultural immersion, students acquire instruction in a common main language that is widely spoken in the community. Immersion programmes are not the same as submersion classrooms. It implies a school situation in which individual minority language pupils receive no support in their first language (L1).

Mehisto, Marsh and Frigola (2008) and Nikula and Mard-Miettinen (2014) opine that immersion education and the “content and language integrated learning” programmes that are referred to as CLIL may also be considered similar variants of bilingual education, since the aim of CLIL is to integrate content and language instruction.

The distinctive features of immersion programs include teaching an L2, its culture, and content without using the learner's L1. Barimani-Varandi (2013) avers that this approach, however, is a difficult method to implement. Unlike other traditional approaches that lack the enthusiastic support of many people, learners, teachers, students, and even parents may encounter difficulties due to the program's implementation. In general, a successful immersion program, according to Met (1987), is defined by the following criteria: administrative assistance; parental and community support for qualified teachers; items in the appropriate foreign language; time for teachers to construct language-based educational materials and continual staff development.

2.2. Types of Immersion Programmes

Today, there are many models of immersion programmes that have been practised in many parts of the globe. These models of immersion programmes can be grouped into different categories based on two main factors: the age of the immersion programme and the extent of the immersion programme. The age of the immersion programme implies the time at which the immersion programme was created. Barimani- Varandi (2012) asserts that based on the time the immersion programme was created, immersion programmes can be classified into four categories and these include: early immersion, middle immersion, late immersion programme and late-late immersion programmes. He stressed further that the immersion programme in

early immersion starts between the ages of 5 and 6 years for pupils in preschools, kindergarten or first grade of elementary school. Pupils are exposed to middle immersion kind of immersion from the ages of 9 and 10 while late immersion is carried out between the ages of 11 and 14 years. The late-late immersion period starts when the students are in universities. The extent of the immersion programme refers to the fraction of curricular content covered in the L2 teaching. It is generally believed that immersion programmes can be divided into two kinds based on the extent of the immersion programme – total immersion programmes and partial immersion programmes (Lyster & Genesee, 2012; Barimani-Verandi, 2012).

In a total immersion programme, the second language L2 is employed as a medium of instruction in teaching the whole curriculum. According to Barimani-Verandi (2012), in a situation where comprehension is hampered, teachers employ techniques such as dramatization, demonstration, definition, and the use of realia to resolve incomprehensibility. The usage of the target language in teaching during the full immersion programme enables students to achieve a basic level of proficiency (*ibid.*). In a full language immersion programme, it is important to note that the student's L2 is taught as a subject together with other subjects. This is carried out to improve learners' language comprehension, as well as learners, writing skills. In a partial immersion programme, on the other hand, at least half of the curriculum is delivered in the target language (*ibid.*).

Krueger and Ryan (1993) opine that there exist three types of immersion programmes: the theme-based immersion type, the sheltered model type and the linked type of immersion programme. The theme-based type of immersion is a type of immersion programme in which topics and themes are employed when organizing it. The activities assigned to students under theme-based immersion majorly focus on issues that arise from authentic materials rather than grammatical or syntactic issues. In the view of Barimani-Varandi (2012), a topic may be introduced through reading, discussion, audio or video material and the same topic for listening comprehension and written assignments incorporating information from multiple sources.

The second type of immersion is the sheltered immersion programme and in this type of immersion programme, the school syllabus is taught in the target language. The main goal of teaching here is assimilation and mastery of content. Language and cultural immersion schools are a typology of the sheltered type of immersion. According to Briton, Snow and Wesche (1989), cited in Barimani-Varandi (2012), for students learning content in their L2, sheltered instruction creates a low-anxiety learning environment. This implies that sheltered students are separated from students who are native speakers.

The linked type is the third kind of immersion programme in which students participating in this type of immersion enrol in two linked courses as well as the language course. These two linked courses have a common content base and they also complement each other. It is a truism that this type of programme demands a lot of coordination to ensure that the two curricula are compatible (Richards & Rodgers, 1999). An immersion programme's specific objectives and context serve as the basis for selecting the most relevant typology of the immersion programme. When selecting an immersion programme, it is crucial to take into account the program's specific aims, the languages of teaching, the quality of the staff and their professional growth, and the programme's overall academic level. The curriculum of the immersion programme must also take into consideration the availability of opportunities and ways for students to embrace their linguistic and multicultural diversity and that of the local community. Therefore, the type of immersion programme that is most appropriate depends on the programme's particular objectives, context and the students' cultural background as earlier stated.

2.3. French and the Russian Languages

The French language is the official language of France as well as the official language of many other francophone countries and is considered a second official language in Nigeria. It is a Romance language that belongs to the Indo-European subgroup of languages. It is widely spoken in the Canadian province of

Quebec, New Brunswick, in the regions of Wallonia in Brussels in Belgium and Luxembourg in the Western part of Switzerland as well as in parts of the United States, particularly in Louisiana, northern parts of Maine, New Hampshire and Vermont (Faloju & Akinlade, 2018).

The Russian language, like the French language, belongs to the Indo-European group of languages. It is an East Slavic language and the official language in Russia, Belarus and Kyrgyzstan. Russian is considered the largest native language in Europe with a population of 144 million native speakers in Russia, Belarus, parts of Ukraine and Kyrgyzstan. Russian is one of the working languages of the United Nations (UN), alongside Chinese, French, English, Arabic and Spanish. It is the unofficial but widely spoken language in Ukraine, Moldova, Estonia, Latvia and 15 other countries that constituted the former Soviet Union. Russian as an optional subject was introduced at the University of Ibadan in 1965. The full degree programme, however, started in 1980 with two lecturers (Omotade, 2012).

2.4. Theoretical Framework

A historical approach to a subject is critical to understanding its development, present problems, future problems and prospects. It is the study of a subject matter in light of its earliest phase and subsequent development. Lawrence (1980) notes that there is a difference between the historical approach and history. The usage of written documents and artifacts to study attitudes during depression for example is historical research while using historical information about depression to explain differences in attitude today is a historical perspective. History provides the raw material for historical perspective. The historical approach aims to sharpen one's vision of the present and not the past, while history provides the raw material. However, the historical approach utilized in this research implies a present-historical approach to a subject matter. The dominant notion of progress is perhaps considered the major reason the historical approach is often overlooked by researchers. Nisbet (1980) conceptualizes that the idea of progress, inexorable change over time from lower to higher states of knowledge and well-being, has been deeply ingrained in the culture of the Western world from time immemorial. This has resulted in a trend that makes people look toward the future rather than to the past. The historical approach presupposes that the present is both different from and better than the past. The import of the past cannot be overemphasised. It is considered a key to understanding the present.

This approach indeed allows for a more comprehensive and nuanced understanding of the language, which can lead to more effective communication and cultural exchange. This research therefore adopts a historical approach as the conceptual framework to explore language and cultural immersion programme at the Universities of Lagos and Ibadan since language learning includes the cultural context in which the language has evolved. The study of the history and culture of Russian and French languages at these universities helps the learners to gain an in-depth comprehension of the language and its varied contextual usage. The historical approach is aimed at giving language learners an inclusive and distinctive understanding that can promote more effective communication and cross-cultural interaction. This is crucial in the investigation of trends in the immersion with language learning and cultural adaptation which have become the set principles in the learning of foreign languages out of which Russian and French are considered in this study. Additionally, this approach is utilized because it emphasises how the immersion programmes at the two universities understudied have evolved historically and how students of Russian and French languages at the Universities of Lagos and Ibadan in Nigeria have to embark on compulsory official immersion programmes to Russia and the Nigerian French Village before graduating. This affirms the importance of including cultural training alongside language and academic instructions. The historical approach employed in this paper brings contemporary events on immersion programmes at the two understudied universities into a clearer focus.

2.5. Historical Development of Immersion Programmes at the Universities of Ibadan and the University of Lagos

This paper chooses to focus on the historical development of immersion programmes in Russian and French languages since the two languages were the first European languages to be established in Nigerian Universities after the colonial era and were the first to send students on immersion programmes in Nigerian universities. It is imperative to note that during the colonial period, there existed a parallel between linguistic power and colonial power. The English language which was the language of the colonial masters evolved into the language of power and was viewed as the language of the elite. Nigerians were also forced to acquire the language of colonisers as was the practice in many African countries, while the local Nigerian languages were degraded and this resulted in their marginalization and that of their culture (Adeyanju, 2022). Similarly, after the independence of Nigeria from Britain, the English language dominance persisted and it evolved into the language of social prestige and upward mobility. French and Russian were not frequently taught in Nigerian colleges, and those who spoke them were frequently viewed as less intelligent or sophisticated. However, there has been a rising understanding of the value of multilingualism and the necessity of encouraging the study of other languages in Nigeria in recent years. The educational regulations and laws in Nigeria theoretically allow multiple language acquisition because of the country's multilingual status and its geographic location on the African continent (Adebayo, 2002). Consequently, the acquisition of foreign languages, such as French, Russian, German, Spanish, Portuguese, Arabic and Chinese, is highly encouraged in the Nigerian educational sector.

The formal introduction and establishment of the Russian and French languages, among other European languages studied in several Nigerian colleges and universities, has developed and entrenched these languages and cultures within Nigeria's linguistic space. With English as the official language of Nigeria, Russian is ranked third in the hierarchy of foreign or modern European languages taught at Nigerian colleges, behind French and German, which come in first and second place, respectively (Udofot, 2010; Omotade, 2012; Anyanwu, Okecha & Omo-Ojugo, 2013). This assertion is mainly because many still believe that the Russian language is an alien phenomenon in many African universities despite its introduction to Nigerian Universities in the 1960s (Omotade, 2012). In the view of Omolewa (1978:379), French and German languages had been introduced to Nigerian secondary schools as a subject in 1859 when the first secondary school was established in Lagos. By virtue of the gentleman's agreement between colonial masters (England, France, Germany, etc.) stating that no two foreign languages should be rivalled in a colony, French was accorded the status of an optional subject in the country. Opaluwah (2020), however, holds a contrary opinion. She asserts that the French language history in Nigeria can be traced to the C16th. Opaluwah further stressed that French was introduced as a secondary subject at the Yaoundé Conference of 1961. The conference recommended the introduction of teaching and learning the French language, and it was to be taught and examined as a school discipline in Anglophone Africa, including Nigeria (Opaluwah, 2020).

French as a degree course started at the then University College Ibadan, now the University of Ibadan, in 1959 in the Department of Modern Languages alongside German. Long before the establishment of the Nigerian French Language Village in Badagry in 1991, Nigerian students learning French languages in universities across the country have taken part in the compulsory language immersion programme outside the country at their 300 Level. The immersion programme is believed to help students attain an enviable proficiency and mastery of the French language which is of great importance to Nigeria in both her bilateral and multilateral relations not only with her Francophone neighbouring countries but also with the world at large. The language and cultural immersion programme in Nigeria is presumed to have started in the 1960s and the first sets of Nigerian students who participated in it were from the University of Ibadan.

In the first three decades of the establishment of the French language, the language and cultural immersion programme took place in either France or Francophone African countries such as Benin, Togo, Senegal or

Niger Republics. Students' performance in their penultimate year determined where they would go for their immersion programme and only the best students travelled to France while the rest travelled to the aforementioned Francophone countries for their language and cultural immersion. Among the forerunner professors of French in Nigeria were Abiola Irele, Ade Kukoyi, Ade Ojo, M.A. Johnson, Union Edebiri, Victor Aire, Raymond Elahor, Kester Echenim, Egonu, Modum, Tunde Ajiboye and others, who were pacesetters of this new learning adventure. Some of them enjoyed French government scholarships, while some others benefited from Nigerian government scholarships. The travelling expenses and school fees of these students were the sole responsibility of the Nigerian government which paid these fees to the schools abroad through the Central Bank of Nigeria (CBN). A lot of problems developed with this immersion programme, notable among them was the economic crisis Nigeria experienced in the early 1980s. The Federal government of Nigeria became hugely indebted to the receiving schools abroad. Furthermore, this period witnessed the display of high moral decadence, by Nigerian students on immersion programmes abroad, who were struggling to make ends meet. This led parents to start to contribute to the cost of the immersion programmes for their wards. These problems affected the Nigerian government adversely, and the remittance of the students' school fees to the host institutions abroad by the Central Bank of Nigeria (CBN) became a knotty task. In light of all these problems, the government of Nigeria decided to look inward for a home-based alternative to the language and cultural immersion programme. This move led to the establishment of the Nigerian French Village (NFLV) in Badagry as a local alternative to the language and cultural immersion programme abroad (Ade-Ojo, 1999). Today, all Nigerian Universities offering French as a course, send their students to the NFLV immersion programme for six months yearly in their studies and the parents of the students bear the costs. Qualified French lecturers are employed to teach the students in French. The students participate in a variety of socio-cultural and educational activities such as symposiums, debates, dramatic performances and many others at the NFLV. Apart from these, excursion trips are also organized by the NFLV to the Republic of Benin for the students' further learning.

The Department of Modern European Languages (now European Studies) was created at the University of Ibadan in 1962. French and German were the first set of languages to be introduced after Arabic in the Faculty of Arts of the then University College Ibadan (UCI) during the 1959/60 session with two lecturers in charge (Omotade, 2012). It is also imperative to state that in 1965, the Department of Modern European Languages at the University of Ibadan introduced the Russian Language into its curriculum. Segun Odunuga, who later became the first African Professor of the Russian language, was employed as an instructor, to provide adjunct tuition to science and agriculture students. It is noteworthy to state that during the 1970/71 academic session at the University of Lagos, Russian was introduced as a minor course of study in the erstwhile Department of Modern European Languages, now known as the Department of European Languages and Integration Studies (Omotade, 2012; Aigbovia, 2020). In the 1986/87 session, the Russian Unit graduated its first group of three students with a Bachelor of Arts (B.A.) in Russian (Osemeka, 2012). Russian was also established at the University of Nsukka in the early 1960s and it was introduced as a minor course initially before it became a full degree programme. The structure of Russian and French studies programmes at the Universities of Lagos and Ibadan since inception requires students to embark on a one-year compulsory immersion program before graduating. This immersion programme is carried out in partial fulfilment of the award of a Bachelor of Arts Degree in both languages. Russian students during their 300 level of academic studies spent a year in Russia at the Pushkin Institute of Russian Language in Moscow. The late Professor Segun Odunuga, who was the pioneering lecturer at the University of Ibadan, was instrumental in establishing a memorandum of understanding between the University and the Pushkin Institute of Foreign Languages in Moscow in 1981 (Omotade, 2012). At the University of Lagos, students of the Russian language were also sent to the Puskin Institute of Foreign Language in Moscow for their immersion programme. The language and cultural immersion programme at Pushkin Institute of Russian Language has been described as an environmental or situational exposure where students have language and cultural interactions with native Russian speakers (*ibid.*). Furthermore, the immersion programme or year abroad programme helps Russian language students from the Universities of Lagos and Ibadan to tackle the problem of dialogue of culture and conflict of cultures while studying Russian. This immersion

programme at the Puskin Institute of Foreign Languages was sponsored by the USSR government and the Nigerian government jointly. The Pushkin Institute of Russian Language, unfortunately, terminated the Memorandum of Understanding between the University of Ibadan and Lagos due to the inability of the Federal government of Nigeria to continue sponsoring students on full scholarships, the debts incurred by the students at the Institute as well as the collapse of the USSR (*ibid.*). The cancellation of the immersion programme for Russian language students of both universities implies that the students had nowhere to go for their immersion programme from the mid-1990s.

A local alternative was sought after the cancellation of the memorandum of understanding between the Puskin Institute of Foreign Languages and the two Nigerian universities. This led to the suggestion of Ajakouta Steel Rolling Company in Kogi State as an alternative to the year abroad programme. The steel rolling company at that time was run by Russian interests. Lecturers from the University of Lagos and Ibadan visited the steel company and there was a consensus among them that it would be a better alternative to travelling abroad. The dream of having Ajakouta Steel Rolling Company as an alternative to the year abroad programme, however, failed to materialise since the contract between the Federal government of Nigeria and the Russian government on the construction of the Ajaokuta steel rolling company was cancelled.

Students of the University of Lagos from 2005 to 2012 were sent to Volgograd State Polytechnic in Russia for their language and cultural immersion programme while students from the University of Ibadan had no immersion programme. In 2013, an agreement was reached between Ivanovo State University, Russia, and the University of Lagos on an immersion programme. A set of three students were sent to Russia for their language and cultural immersion programme. It is imperative to state that the University of Ibadan also reached the same agreement with the same University in 2016 and Russian students like their University of Lagos counterparts were sent on a language and cultural immersion programme to the Ivanovo State University in Russia. Since the signing of these agreements, Russian language students from both universities have been having their compulsory year abroad at the same institution in Russia. At the Ivanovo State University in Russia, the students are exposed to the world of the Russian language, *русская душа* (Russian soul), Russian mentality and culture through books, lectures, conferences, films, quiz competitions, debates, symposiums, seminars, exhibitions, tourist excursions to museums, parks, cinemas, theatres, public places, and other cities. These activities help in developing the student's language acquisition skills.

3. Method of Data Analysis and Discussion

3.1. Demographic Characteristics and Educational Background of Respondents

The focus of this section is on the data collected through the online survey of students who were on their immersion programme in Russia and Nigeria. The study area for this research is South Western Nigeria. The main ethnic group in this region is Yoruba and it has an estimated population of 32.5 million inhabitants. The South Western region is also home to the largest proportion of universities in Nigeria and an appreciable number of these universities run programmes on European languages, predominantly Russian, French, German and Spanish. The sampling for this research is multistage and the first stage is purposive with the focus on the two major universities in southwestern Nigeria, that is the University of Lagos and the University of Ibadan, while the second stage involved a snowball sampling approach. A Google online questionnaire form was designed and sent to key persons in the relevant Departments in both universities while they passed it on to other people in the same department. The data was collected via Google online form as well.

Table 1: Demography of Sampled Population; **source:** Original Research

Characteristic	Factors	Percentage (%)
Gender	Male	17.4
	Female	80.4
	Prefer not to say	2.2%
Age	20 and below	27.7
	21-25	51.1
	26-30	15.3
	31+	5.9
Geographical distribution	West	58.1
	East	22.9
	North	8.0
	South	11.9

Table 1 delineates the demographic characteristics of the samples. 17.4% of respondents are male, 80.4 % are females while 2% prefer not to state their gender. The above data shows that more females answered the questionnaire. The percentage representation of the respondents' age distributions is as follows: respondents who are 20 years below are made up 27.7%, those who are between the ages of 21-25 comprised 51.1%, and those who are between the ages of 26- 30 are 15.3% while those who 30 years and above comprised 5.9% of the respondents. The respondents who are between the ages of 21-25 years old are the majority and this is due to the fact that this age bracket, is regarded as the active age, and respondents under this category are more technologically inclined. The geographical distribution of the state of origin of respondents reveals that 58.1% of the respondents are from the Western part of Nigeria, 22.9% are from the Eastern part of Nigeria, 8% are from the Northern part of Nigeria and 11% are from Southern Nigeria. This is because both universities under study are located in the western part of Nigeria.

Further results showed that 52.2 % of the respondents studied Russian, 46.7% studied French and 1.1% of the respondents did not specify their course of study. 94.6% of the respondents finished from/are from the University of Lagos, while 5.4% finished from/are from the University of Ibadan. In relation to the country where the immersion programme occurred, 48.9% of the respondents had their language and cultural immersion programme in Russia, none of the respondents had their immersion programme in France, 50.1% did their language and cultural immersion programme in the NFLV in Badagry, while 1.0% indicated that they had not yet had an immersion programme.

With respect to Institutions where the immersion programme was conducted, 47.2% of the respondents had their immersion programme at Ivanovo State University in Russia, 9% did their immersion at Volgograd State Polytechnic in Russia and 47.2 had their immersion at the NFVL in Badagry Nigeria. The duration of the immersion programmes ranges from 6 months to 9 months to 12 months and up to 2 years. 36.7% of the respondents underwent the language and cultural immersion programme for 6 months. 51.1 % of the respondents had their immersion programme for 9 months, 11.1% had their immersion programme for a year and 1.1% had their immersion programme for 2 years. The year of the immersion programme was grouped into 3 categories from 2006- to 2012 and only 11 of the respondents had their immersion during this period. The table further shows that from 2013- to 2019, 51 of the respondents had their immersion programme during this period while 38 of the respondents had their immersion programme from 2020- to 2022.

3.2. Challenges Encountered by Respondents

Respondents were asked whether they thought that adequate measures had been put in place by their university before the programme began, 66.7% thought that there had been, 13.3% that there had not and the remaining 20.0% were not sure. The respondents that answered yes believed that the language and cultural immersion programme had helped them in developing their communicative and writing skills, it had also given them a deeper comprehension of the culture of the people whose language they were studying as well as the cultural nuances in the language. In addition to these, the language and cultural immersion programme has increased their cognitive skills and problem-solving skills. 7.6% of the respondents are of the opinion that the immersion programme has not impacted their language study positively because they are still struggling to understand the languages today and they lack confidence and communicative skills in the languages. Some respondents who were French students believed that this problem existed because their immersion programme should have taken place in a French-speaking country rather than at Badary in Nigeria where they were communicating in their L1. 10.9% of the respondents are not sure if the immersion programme has had an impact on their language ability. This category of respondents, unfortunately, did not explain why.

Figure 1: Perceived Problems Encountered by Respondents before embarking on a Language and Cultural Immersion Program; **source:** Original Research

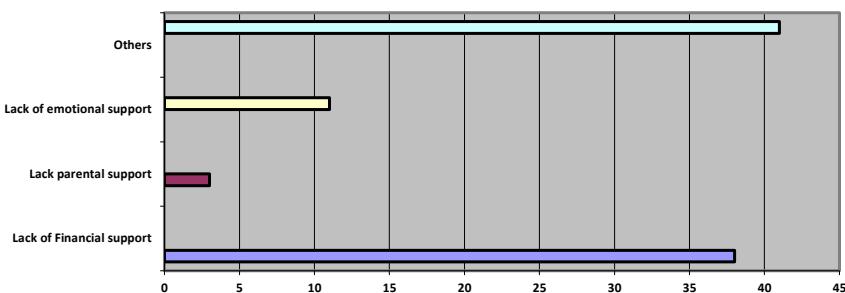
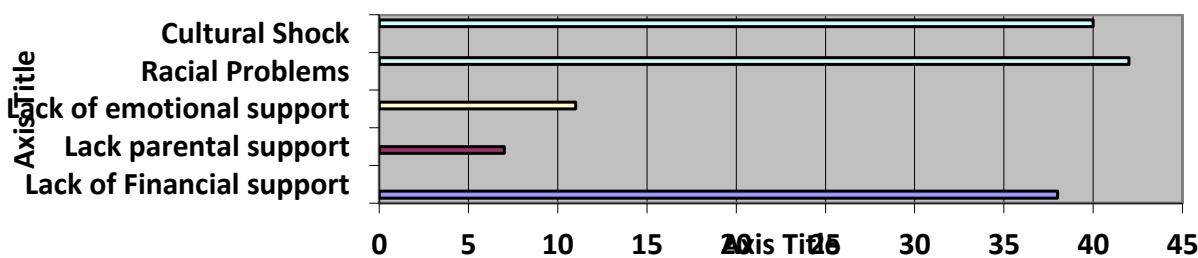


Figure 1 represents the perceived problems encountered by the respondents before embarking on the language and cultural immersion programme. From this bar chart it is evident that 38 out of the respondents had financial problems before embarking on the immersion programme, 4 of the respondents had a lack of parental support, 13 encountered lack of emotional support while 42 had other diverse problems like poor academic performance, health-related problems and others.

Figure 2: Problems Encountered by Respondents during the Immersion Programme; **source:** Original Research



The above bar chart depicts the challenges the respondents experienced during the language and cultural immersion programme. Out of 92 respondents, 42 respondents experienced racial problems, and 41 respondents who were Russian students confirmed that they had experienced culture shock. The Russian students also experienced cultural misunderstanding, 11 of them stated that they lacked emotional support, 7 said they experienced a lack of parental support and 38 had financial problems. Some of the respondents also encountered the problem of over-dependence on rote learning.

4. Recommendations and Conclusion

There are no two ways about the fact that language and cultural immersion programmes play a significant role in helping L2 Learners in Russian and French languages from Nigerian universities. To meet the current needs of students, there is a need to revamp their essence since the best way to learn a language is to learn the language in the linguistic community where the language is domiciled. The curriculum of the universities offering Russian and French should be re-modified to include entrepreneurship and internship in French-speaking African countries. This will enable students to acquire other skills apart from the language skills and this would be of immense benefit to them in a global and dynamic world. In addition to this, the government should also enter into educational and economic bilateral agreements with French-speaking countries such as Senegal, Cote d'Ivoire, Mali, and Cameroon as well as with Russia to give students studying Russian and French on immersion programme opportunities to work as interns. Nigerian universities should be encouraged to send their students on internships there to work between 3-6 months after their compulsory language and cultural immersion programme at the NFVL in Badadagry. This will increase the students' communicative competence. The Russian language curriculum in Nigerian universities should also be re-modified to give room for a two year language and cultural immersion programme just like the split degree of the Chinese study model in Nigerian universities. The Russian students should be allowed and encouraged to also engage in an internship for 3-6 months in Russian companies in Russia. This implies that the students would embark on their language and cultural immersion programme at Russian Universities after their first year and they will return to complete their programme in the fourth year of their study. This is to allow the students to be well immersed in the language and culture. Furthermore, the government should start giving students of Russian and French in Nigerian universities financial aid during their year abroad programme to help alleviate the financial problems the students encounter. Educational foundations, organizations and individuals could also be encouraged to sponsor foreign language students.

In this research paper, we examined language and cultural immersion programmes at the University of Lagos and Ibadan. We argued that immersion programmes are essential aspects of language learning and that different types of immersion programmes serve different purposes. Focusing especially on the Russian and French languages at the University of Lagos and Ibadan, we reveal the historical background and development of immersion programmes in the world as well as the evolution of the Russian and the French languages at the University of Lagos and Ibadan. We further show that language and cultural immersion programmes not only improve learners' communicative competence but also develop their cognitive skills thus making the students better listeners and more creative in their language usage. We reaffirm the import of immersion programmes to language learning and to solving the problems of conflict of culture and dialogue of culture existing in second language learning.

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Appendix: Immersion Programme questionnaire



IMMERSION STUDY QUESTIONNAIRE

eebelechukwu@unilag.edu.ng Switch account  Draft saved

* Indicates required question

Email *

Your email

 This is a required question



Language Immersion Programs

IMMERSION STUDY QUESTIONNAIRE

eebelechukwu@unilag.edu.ng Switch account 

* Indicates required question

Email *

Your email



It is a truism that learning a foreign language, brings about an interaction of language and human nature as well as expands the learner's view and liberalizes learners' opinion. However, despite the positive advantages in the teaching and learning of foreign languages in Nigerian Universities, there exist enormous problems and challenges for the learners.

What are the problems you encountered before embarking on the immersion programme. (Choose all that applies)

- Lack of financial support
- Lack parental support
- Emotional support
- Others

What are the problems you encountered during the immersion programme. (Choose all that applies)

- Language barrier
- Unfavorable climatic conditions
- Finance
- Racism
- Unfavorable living conditions
- Other: _____

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The Influences of Teacher Job Satisfaction and Job Performance on Turnover Tendency: Private Universities in Guizhou

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Abstract: *In this study, 412 valid questionnaires were collected from teachers in private colleges and universities in Guizhou, and the results showed that job satisfaction was significantly positively related to the job performance of private college teachers; job performance was significantly negatively associated with the tendency of private college teachers to leave; job satisfaction was significantly negatively related to the trend of private college teachers to leave; job performance played a mediating effect in the relationship between job satisfaction and the tendency of private college teachers to leave. Job performance plays a mediating role in the relationship between job satisfaction and teachers' propensity to leave in private colleges and universities. Through data analysis, it is found that the job satisfaction of teachers in private colleges and universities is not high, resulting in a decrease in teacher performance, which will eventually lead to an increase in teachers' tendency to leave.*

Keywords: *job performance, job satisfaction, turnover tendency*

1. Research Background

At present, in the context of the new economic era of global political, economic and cultural integration, there are few countries where only the teaching staff of public higher education institutions can take up the burden of national higher education, and the development of private higher education has made great contributions to education and to the promotion of social progress. The development of private higher education in China is a historical and inevitable choice to meet the needs of the socialist market economy. The co-development of private higher education and public higher education has become a necessary path of development. As a supplement to public higher education, private higher education mainly relies on private fundraising and organizers' input from enterprises and individuals as expenses for regular educational activities, which alleviates the pressure of government investment in higher education while relieving the contradiction of insufficient supply of talents and mismatch between supply and demand, and cultivates a large number of applied technical talents urgently needed by society.

However, the vigorous development of private higher education has also given rise to some problems, the most typical of which is the frequent departure of teachers in private colleges and universities, which has led to difficulties in the availability of teachers in private colleges and universities and serious loss of young and middle-aged key teachers, which endangers the long-term development of private education.

² An earlier version of this paper was presented at the 6th International Conference on Sustainable Management held at Krirk University in April, 2023.

It is found that the reasons for the high departure rate of teachers in private colleges and universities mainly reflect the low job satisfaction of teachers in private colleges and universities, the low job performance of teachers in private colleges and universities, and the enhancement of teachers' tendency to leave, therefore, this study will focus on the relationship between job satisfaction, job performance and tendency to leave of teachers in private colleges and universities, in order to solve the problem of instability of teaching teams in private colleges and universities.

2. Objectives

The objectives of this paper are as follows:

- To provide information for private universities to build a stable faculty;
- In order to improve the job satisfaction and job performance of teachers in private universities, enhance the initiative and motivation of individual teachers, strengthen the loyalty of teachers to the school, and make the management policy of the school more scientific and reasonable and
- In order to eliminate the dissatisfaction of private university staff, improve labour relations, reduce the turnover rate, and resist undesirable phenomena such as the loss of key talent, the university can maintain healthy and sustainable development.

3. Literature Review

3.1. Job Satisfaction

Job satisfaction is an important concept in the fields of human resource management and organizational behavior, and in the practical work of universities, job satisfaction is closely related to the management of universities. Therefore, it has been receiving a lot of attention from business and academia, and research on it has never stopped. The concept of job satisfaction was first introduced by Hoppock (1935). That is workers' subjective reactions to their work situation. In his book *Job Satisfaction*, he states that job satisfaction refers to employees' psychological perceptions and reactions to various factors outside of the job itself and the workplace. It is clear from the definition that job satisfaction is a subjective perception and is influenced by changes in mood. Rockefeller, the noted oil tycoon, once said, "To give full play to the talents of our workers, we must strive to improve their job satisfaction and give them more satisfaction in their work (Loborec & Weber, 2015)".

3.2. Job Performance

Job performance is an indispensable indicator for measuring employee productivity and output, and is the specific contribution of employees to the goals of the company. In the process of human resource management, the most fundamental purpose of a company is to improve the job performance of its employees. Therefore, job performance has always been an important factor in the field of human resource management. Hall and Goodale (1986) consider performance as a behaviour, including work methods, self-directed learning ability, interpersonal relationships, and other forms of behaviour. Fang and Luo (2012) observed that the changing understanding of the concept of performance stems from the expansion and deepening of academic research and management and practice. From the current point of view, there are different views on defining the concept of performance as a result, performance as behaviour, performance as behaviour and result, and performance as trait, behaviour, and result.

3.3. Propensity to Leave

Since the beginning of the last century, economists have been studying the issue of faculty turnover, and in the 1970s, scholars in the field of organizational behaviour and industrial psychology studied the issue of employee turnover rates, which has become an important research topic (Zhang & Zhang, 2003). The propensity to leave can also be referred to as the intention to leave, which is a retreating behaviour that occurs after an employee encounters dissatisfaction or disapproval in the work process, which leads to the possibility that the individual may choose to change jobs within a certain period of time, and it is the most effective variable for measuring separation behaviour (Hom *et.al.*, 2012). Michaels and Spector (1982) proposed an analytical model of the exit path, which validated pre-employment expectations, perceptions of job characteristics, leadership relationship considerations, and age as antecedent measures that influenced two employee attitude variables, job satisfaction, and organizational commitment. The findings indicate that job satisfaction influences the propensity to leave, which is a predictor variable of turnover behaviour.

4. Research Hypotheses and Research Methodology

4.1. Relationships between the Variables

Sun (2018) and Feng (2015) in studies of young university teachers concluded that job satisfaction has a positive predictive effect on job performance, while job satisfaction mediates between job motivation and job performance. Abou (2022), in terms of factors and relationships affecting job satisfaction and job performance of primary and secondary school teachers, found that there is a significant correlation between overall job satisfaction and job performance of teachers. Chen and Yang (2017) survey of 286 special education teachers in Sichuan and Chongqing found that their professional identity was significantly and negatively related to their propensity to leave and job satisfaction. Yu, (2010) found that the study indicated that employee job satisfaction is positively related to its dimensions and job performance, employee job satisfaction is negatively related to its dimensions and propensity to leave, job performance is negatively associated with the propensity to leave, and job performance has a mediating effect in the effect of job satisfaction on the propensity to leave.

In summary, this paper will examine the following hypotheses:

H1: Job satisfaction is positively correlated with job performance

H2: Job performance is negatively related to the propensity to leave

H3: Job satisfaction is negatively related to the propensity to leave

H4: There is a full mediating effect of job performance when job satisfaction affects the propensity to leave

4.2. Research Model

Based on the review of previous literature and theories, this paper constructs a research model of the relationship between employees' job satisfaction and job performance on employees' willingness to stay in their jobs. Therefore, the structure of the research constructed in this study is shown in Figure 1.

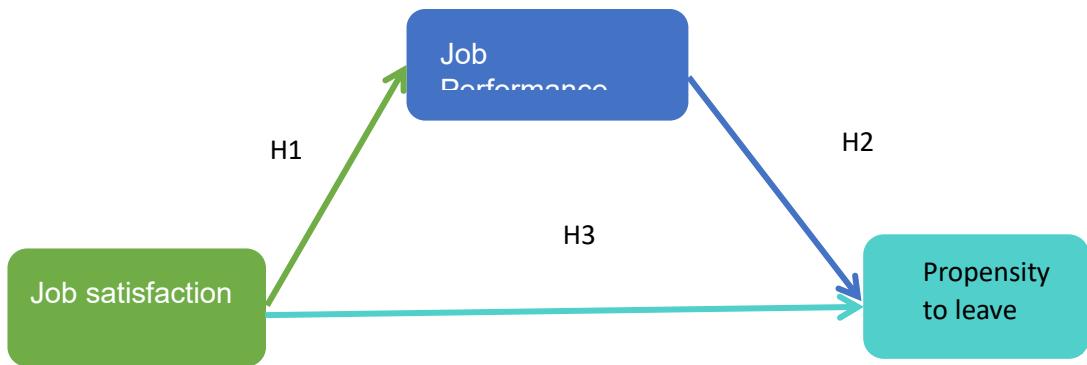


Figure 1: Research Model; **source:** Original Research

In this paper, about 7,000 active teachers in 15 private institutions of higher education in Guizhou, China, were selected as the study population, and about 400 teachers were selected as the study sample based on the Taro Yamane sampling equation ($n = 412$), mainly to explore the effects of job satisfaction and job performance on the propensity of private university teachers to leave their jobs. The questionnaire was distributed between October 2021 and June 20th, 2022. Considering the authenticity of the sample collection, in order to collect the questionnaires more effectively, this study was conducted through various forms such as online and offline distribution of questionnaires, and the personnel offices of private universities in Guizhou were entrusted to distribute and collect the questionnaires. This study uses the sample calculation formula derived by Bowker and Dillman (2000), and the effective sample size needs to be 412 under the 95% confidence level with a sampling error of no more than 5% and the parent range at an acceptable value. A total of 500 copies were distributed and achieved an effective response rate of 82.4%.

4.3. Research Methodology

This study used the SPSS 27.0 statistical analysis tool to analyze the data obtained from the questionnaire survey and tests conducted included reliability and validity analysis, correlation analysis, and regression analysis to explore the mechanisms of job satisfaction and job performance on retention intention. The job satisfaction questionnaire has a total of 15 questions in three dimensions: satisfaction with salary and benefits, satisfaction with organizational management, and satisfaction with the work environment; job performance has a total of 12 questions in three dimensions: teaching task performance, research task performance, and classroom management performance; and tendency to leave the company has a total of 6 questions.

5. Research Data Analysis

5.1. Reliability and Validity Analysis

In this study, the results of the reliability analysis can indicate whether the measured variables are stable and consistent, while the validity analysis can indicate whether the data analysis tool can measure one degree of the things measured by the evaluator. This study validates the reliability of the variables and dimensions of job satisfaction, job performance on the propensity to leave, of the theoretical model according to Table 1, job satisfaction consists of three dimensions, which are compensation and benefits satisfaction, organizational management satisfaction and work environment satisfaction, their Cronbach's values were 0.825, 0.959 and 0.872, respectively. The a values of each dimension are greater than 0.6 above,

the KMO values are 0.800, 0.907, and 0.824, and the KMO values are greater than 0.7; the reliability and validity test values of job satisfaction are 0.958 and 0.956 respectively, which indicate that the reliability of job satisfaction variables is significant, and these data results indicate that the job satisfaction model is credible.

The job performance variables mainly consisted of three dimensions: teaching task performance, research task performance, and classroom management performance, and their reliability Cronbach's values were 0.885, 0.968, and 0.892; KMO values were 0.813, 0.865, and 0.749, and all KMO values were greater than 0.6. The collation shows that the reliability of job performance is 0.957 and the validity test value is 0.944. It indicates that the reliability of job performance variables is internally consistent and valid between the variables.

In summary, the analysis of the data shows that the reliability test values of job satisfaction and job performance on the propensity to leave are 0.958, 0.957, and 0.836, respectively; the validity test results are 0.956, 0.944, and 0.734, respectively. In this study, Cronbach's a value was used to measure the internal consistency of each dimension item, and as shown in Table 1, the Cronbach's of all variable dimensions were greater than 0.6, and Nunnally (1978) considered that a Cronbach's value greater than 0.6 is an acceptable criterion, so the reliability of this questionnaire is acceptable.

Table 1: Summary Table of Confidence and Validity Analysis; **source:** Original Research

Change	Dimensionality	Cronbach	Confidence	KMO	Validity
Job satisfaction	Compensation and benefits satisfaction	0.825	0.958	0.800	0.956
	Organizational management satisfaction	0.959		0.907	
	Work environment satisfaction	0.872		0.824	
Job Performance	Teaching task performance	0.885	0.957	0.813	0.944
	Research Task Performance	0.968		0.865	
	Classroom Management Performance	0.892		0.749	
Propensity to leave	Propensity to leave	0.836	0.836	0.734	0.734

Note: P \leq 0.05*; P \leq 0.01**; P \leq 0.001*** ; N = 412

5.2. Correlation Analysis between Variables

In this study, the mean, standard deviation, and Pearson's correlation coefficient were used to analyze the distribution of each item of the job satisfaction, job performance, and propensity to leave constructs and their overall relationship. The correlation analysis explains whether there is a relationship and the closeness of the relationship between the two phenomena, although the presence of a causal relationship cannot be established. Measuring the proximity between variables through correlation coefficients is known as

correlation analysis. The correlation coefficient refers to the interval between -1 and 1. Positive correlation refers to when the correlation coefficient is greater than 0 and negative correlation refers to when the correlation coefficient is less than 0. (Su, 2000). The Spearman coefficient is used to measure the closeness between variables in this paper. From Table 2, the variables between job satisfaction and job performance include the following: job satisfaction variables are: satisfaction with compensation and benefits, satisfaction with organizational management, and satisfaction with the work environment; job performance variables are: teaching task performance, research task performance, and classroom management performance. According to the diagonal of the table, it can be learned that the diagonal mean extraction variables are 0.866**, 0.872**, 0.586**, 0.758**, 0.780**, 0.268**, and the squared values of their two conformational correlation coefficients are smaller than the diagonal mean compared to the diagonal mean, indicating that they meet Locker's (1976) standard values for judging differential validity, which illustrates that the theoretical model has a significant correlation between job satisfaction and job performance, since each of the constructs has a value of greater than 0.7 or more, i.e. $P < 0.01^{**}$. According to the analysis in Table 2, it can be seen that there is a strong correlation between job satisfaction and job performance dimensions on the propensity to leave.

Table 2: Job Satisfaction, Job Performance, and Propensity to Leave Related Analysis; **source:** Original Research

Structure	AVE	S.d	MYD1	MYD2	MYD3	GZJX1	GZJX2	GZJX3	LZQX
MYD1	2.91	0.84	1						
MYD2	2.89	0.95	0.866**	1					
MYD3	2.72	0.94	0.828**	0.872**	1				
GZJX1	3.29	0.77	0.597**	0.578**	0.586**	1			
GZJX2	2.85	0.99	0.583**	0.587**	0.676**	0.758**	1		
GZJX3	3.11	0.85	0.620**	0.624**	0.649**	0.818**	0.780**	1	
LZQX	3.34	0.85	0.399**	0.351**	0.240**	0.395**	0.172**	0.268**	1

Note: MYD1-Compensation and benefits satisfaction; MYD2-Organizational management satisfaction; MYD3-Work environment satisfaction; GZJX1-Teaching task performance; GZJX2-Research Task Performance; GZJX3-Classroom Management Performance; LZQX-Propensity to leave

Note: $P \leq 0.05^*$; $P \leq 0.01^{**}$; $P \leq 0.001^{***}$; $N = 412$

5.3. Regression Analysis

On the mediating effect of job performance, this paper follows the recommendations of Kane and Baron (1986) when verifying the mediating effect with cascade regression analysis. The intermediary effect is established to meet the following conditions:

- the independent variable has a significant effect on the mediating variable;
- the independent variable has a significant effect on the dependent variable;
- the effect of the mediating variable having a significant effect on the dependent variable and
- in the regression model of the independent variable and the mediating variable on the dependent variable, the mediating variable needs to have a significant effect on the dependent variable, and the relationship between the independent variable and the dependent variable is weaker when the

mediating variable is placed than when the mediating variable is placed.

Based on Table 3 the β -values ($P < 0.001^{***}$) of the regression analysis of each dimension of the independent variable job satisfaction on the propensity to leave were 0.399^{***} , 0.351^{***} , and 0.240^{***} showing significant effects, and both F-values were higher than the defined values, indicating that the H3 hypothesis is valid.

Table 3: Regression Analysis of Job Satisfaction and Propensity to Leave; **source:** Original Research

		Propensity to leave		
Independent variable	Dimensionality	Compensation and benefits satisfaction	Organizational management satisfaction	Work environment satisfaction
Job satisfaction	Compensation and benefits satisfaction	0.399***	-	-
	Organizational management satisfaction	-	0.351***	-
	Work environment satisfaction	-	-	0.240***
R ²		0.160	0.124	0.058
ΔR ²		0.160	0.124	0.058
F value		77.823***	57.778***	25.119***
VIF value		1.000	1.000	1.000

Note: $P \leq 0.05^*$; $P \leq 0.01^{**}$; $P \leq 0.001^{***}$; $N = 412$

As can be seen from Table 4, the independent variables of job performance dimensions are teaching task performance, research task performance, and classroom management performance involved in the β value ($P < 0.001^{***}$) of 0.395^{***} , 0.172^{***} , and 0.268^{***} respectively, representing significant effects, according to the verification of the cascade regression analysis proposed by Kane and Baron (1986). It can be seen that the mediating variable has an effect of significant influence on the dependent variable, indicating that the H2 hypothesis is valid.

Table14: Regression Analysis Table of Job Performance and Propensity to Leave; **source:** Original Research

		Tendency to leave		
Independent variable	Dimensionality	Teaching task performance	Research Task Performance	Classroom Management Performance
Job Performance	Teaching task performance	0.395***	-	-
	Research Task Performance	-	0.172***	-
	Classroom Management Performance	-	-	0.268***
R ²		0.156	0.030	0.072
ΔR ²		0.156	0.030	0.072
F value		75.824***	12.479***	31.822***
VIFvalue		1.000	1.000	1.000

Note: P ≤ 0.05* ; P ≤ 0.01** ; P ≤ 0.001*** ; N = 412

When job satisfaction and job performance are simultaneously used as predictive variables for the regression analysis of the propensity to leave, job performance must have a significant effect on the propensity to leave. As can be seen from Table 5, in the regression analysis of job satisfaction and job performance on the propensity to leave, after adding the mediating variable job performance in this stratified regression analysis, it can be seen from model one that the β -value ($P < 0.001***$) of job satisfaction on the propensity to leave is 0.345*** with a very significant effect. Secondly from model two, it can be seen that since job performance has a significant explanatory power (ΔR^2 is positive and significant) on the propensity to leave and the regression coefficient is 0.262*** which has a highly significant effect. And the condition also satisfies Kane and Baron (1986) so the mediating condition is proposed.

Table 5 :Regression Analysis of Job Satisfaction, Job Performance and Propensity to Leave; **source:** Original Research

Independent variable	Dependent variable: Propensity to leave	
	Model 1	Model 2
Job satisfaction	0.345***	0.262***
Job Performance	-	0.120*
R ²	0.119	0.126
ΔR ²	0.119	0.126
F value	55.262***	29.542***
VIF value	1.000	1.000

Note: P ≤ 0.05* ; P ≤ 0.01** ; P ≤ 0.001*** ; N = 412

In summary, based on several conditions proposed by Kane and Baron (1986), the regression analysis between the variables conducted in this study is summarized as follows. In the regression model, the regression coefficients of job performance and job satisfaction on the propensity to leave must be smaller than the regression coefficients when making satisfaction alone predict the willingness to leave, or even become an insignificant effect. As can be seen from Table 5, after adding the mediating variable (job performance) in the regression model, the prediction of job satisfaction decreased from 0.345*** (significant) to 0.262*** (significant), and the explanatory power R² decreased slightly from 0.262*** to 0.120* (ΔR² was positive and the F-value was 29.542*** was significant).

In this study, the hierarchical regression analysis confirmed the significant influence of job satisfaction, job performance, and propensity to leave. The explanatory strength of the model increased with the inclusion of the mediating variable (job performance), but the regression coefficients of job satisfaction, job performance, and propensity to leave were significantly affected but did decrease. The relationship between job performance and job satisfaction on the propensity to leave was found to be consistent with Kane and Baron's (1986) test for mediating variables. Therefore, it is confirmed that job satisfaction does have a significant effect on the propensity to leave through the mediating effect of job performance, and the mediating effect is a fully mediating effect. Therefore, the hypotheses H1, H2, H3, and H4 proposed in this study are all valid.

6. Research Results

6.1 Findings

Job satisfaction of teachers in private universities is generally low.

The job satisfaction of teachers in private colleges and universities in Guizhou is at a low level, as are the dimensions of satisfaction are satisfaction with salary and benefits, satisfaction with organization and management, and satisfaction with the work environment. In the survey, it is found that the lowest mean

value of salary and welfare satisfaction among private university teachers is "the school's insurance, welfare benefits, and teachers' bonus are generous", which means that private university teachers in Guizhou generally think that the welfare benefits of private university teachers are low. The second part of satisfaction with organization and management, the lowest mean is "there are many promotion channels and opportunities for teachers", the mean is 2.81, which means that many teachers think that there is little room for promotion, and some teachers even say that there is no future in private colleges. From the section on satisfaction with the working environment, we can see that the mean value of "the school gives subsidies to teachers for training and further training" is 2.40, which means that most teachers in private universities do not have subsidies for training and further training, and some teachers said that the school does not have any incentive policy during their further training.

Private college teachers' job performance is generally low.

In terms of job performance, this study found that the mean of teaching performance was 3.29, the mean of research performance was 2.85, and the mean of classroom management performance was 3.11. The mean of teaching performance was higher than the mean of research performance and also higher than the mean of classroom management performance, which in turn was higher than the mean of research performance. Thus, the teaching performance and class management performance of private university teachers are higher and research performance is relatively lower.

Private college faculty have a higher tendency to leave.

The highest score in the survey of private university teachers' tendency to leave is "salary and benefits affect my choice to stay or leave", with an average score of 3.75. This indicates that the teachers interviewed basically agree with the fact that the salary and benefits of private university teachers are low, which leads to the fact that many teachers in the private university have the desire to leave their units.

Therefore, in order to stabilize the teaching team and ensure the quality of education and teaching, it is necessary to reduce the departure rate of teachers in private colleges and universities, and at the same time to carry out corresponding work from two aspects of improving teachers' job satisfaction and job performance. (1) Establishing a sound salary system for teachers in colleges and universities (2) Improving the salary and welfare system of teachers and enhancing the leadership ability of management (3) Increasing the training of young teachers (4) Improving the supporting facilities around schools.

6.2. Study Limitations

Considering that the study covers some sensitive contents, it has been difficult to conduct rigorous sampling work in this study, resulting in a less representative sample. This paper only analyzes 15 private colleges and universities in Guizhou with in-service teachers, and there is no differentiated analysis for various types of private colleges and universities in China, and there is no sufficient survey data to support the analysis. All these are the areas that need focus and attention in future research. The study was conducted using the questionnaire method, and there are shortcomings in that the sample used is cross-sectional data of non-random snowball sampling, and the valid data is only 412 to a certain extent affecting the generalizability of the study findings. Secondly, job performance is a mediating variable on the mechanism of employee propensity to leave, the interpretation strength is slightly thin.

6.3. Contribution to Knowledge

The influence of teachers' job satisfaction and job performance on turnover intention is a research topic with important practical significance. By taking Guizhou private universities as an example, this study conducted an in-depth study on the relationship between teachers' job satisfaction, job performance and turnover intention, providing a new understanding and understanding of related issues in this field.

First of all, through the investigation of teachers in Guizhou private colleges and universities, this study finds that there is a positive correlation between teachers' job satisfaction and job performance. That is, the higher the teachers' job satisfaction, the better their job performance. This finding suggests that improving teachers' job satisfaction can promote the improvement of their job performance and thus improve the quality of education in the whole school.

Secondly, this study also found that there is a negative correlation between teachers' job satisfaction and turnover intention. In other words, the higher the teachers' job satisfaction, the lower their turnover tendency. This finding suggests that while improving teachers' job satisfaction, teachers' turnover tendency can be effectively reduced, so as to improve the stability and sustainable development of school staff.

Finally, the academic contribution of this study is to reveal the complex relationship between teachers' job satisfaction, job performance and turnover intention, which provides an important reference for educational administrators and policy makers. Based on the results of this study, schools can take measures, such as strengthening teachers' welfare benefits, improving the teaching environment, and providing career development opportunities to improve teachers' job satisfaction, thereby improving their work performance and reducing their turnover intention, so as to promote the sustainable development of schools.

All in all, this study has certain academic contributions in both theory and practice, and has important guiding significance for improving teachers' job satisfaction, job performance and reducing turnover tendency. It is hoped that the results of this study can provide useful reference for further research and practical work in related fields.

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Study on the Influencing Factors of the Improved Expectation Model for Delivery Platform Users in the Post-Epidemic Era

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Abstract: *A food delivery platform is a combined online and offline business model that has emerged in recent years. To determine whether the influencing factors of consumer satisfaction with foreign sales changed after COVID-19, 401 questionnaires were collected via empirical research. Using quantitative statistics and modeling analysis, financial literacy is added to the expectation confirmation model to build a structural equation model. External structural variables of financial literacy were constructed and the confirmatory factor analysis and path analysis were applied to test their impact on consumer expectation confirmation, satisfaction, and continuous use. The results showed that: (1) financial literacy has significant positive effects on continuous use and financial literacy on expectation recognition. User expectation confirmation of use by the external sales platform positively affects user satisfaction. User satisfaction with the use of the external sales platform significantly positively affects users' willingness to continue to use it. (2) Financial literacy has a significant negative impact on perceptual risk. The negative perceptual risk of users using external sales platforms significantly affects the user's willingness to continuous use.*

Keywords: *epidemic situation; expectation model; financial literacy; structural equation modelling*

1. Introduction

In recent years, with the development of China's mobile network technology, the maturity of consumer electronics products, the continuous improvement of residents' income level, the acceleration of life pace and the change of consumption habits, the use of online home deliveries ('takeouts') has become essential. In addition, with the change in food concepts, the pursuit of online takeout users' food quality has improved year by year, which has promoted a further increase in the consumption amount and become a focus of attention in the online consumption market. In particular, with the COVID-19 outbreak in 2020, customers' consumption demand for online takeouts is basically the same as in-room food, mainly as a result of health, nutrition, health, speed and other aspects. The online takeout business is actually an extension of food and food service through online ordering and logistics distribution.

Current studies on the consumers of takeout platforms focus on satisfaction and continuous use, and little attention is paid to the impact of financial literacy and perceived risk on consumers' continuous use. This study is based on existing research results at home and abroad, in turn based on an expectation confirmation model (ECM), combined with the influence of financial literacy, perception behaviour using information systems, the online delivery platform of users' willingness to use theory model, and through extensive data investigation to study domestic users concerning their willingness to use online delivery platforms.

2. Literature Review

2.1. Theoretical Basis

The user adoption theory mainly includes the technical acceptance model (TAM), the theory of planning behaviour (TPB), technical acceptance, and the use of the unified theory of acceptance and use of

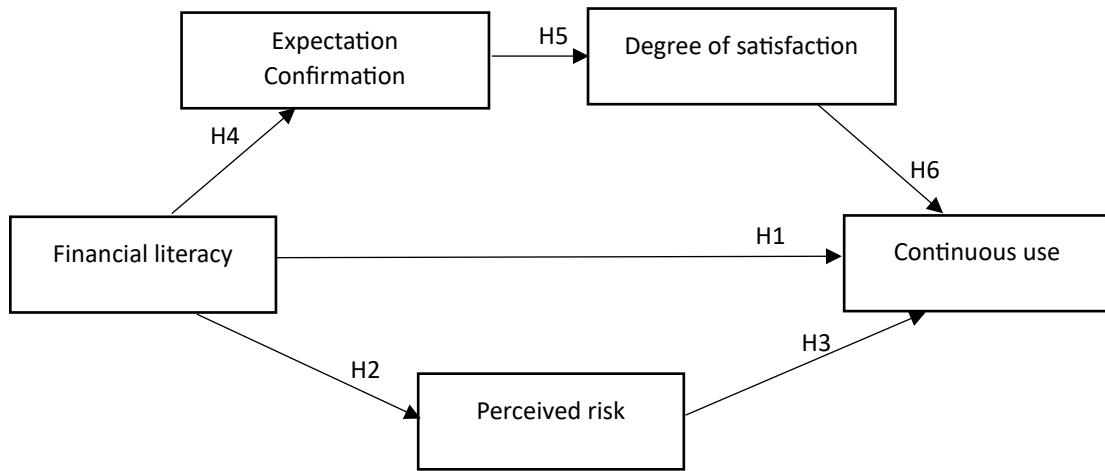
technology (UTAUT), as well as the innovative diffusion theory and others. These theories can not only explain the adoption behaviour of users but, also, be applied by the majority of scholars to explain the willingness of the continuous use of information system.

In 1980, Oliver proposed the expectancy disconfirmation theory (EDT), in which users have certain expectations for products or services before purchasing them and after actually using them. The difference between user perceived performance and expectation is expectation disconfirmation. The theory of expected confirmation (ECT) is developed based on the theory of expected disconfirmation, which provides an important basis for the study of continuous user use. Bhattacherjee (2001) for the first time defined the concept of the continuous use of information systems and constructed an information system expectation confirmation model (ECM-IT), which is based on ECT. In Bhattacherjee's (2001) ECM-IT, the user's ongoing willingness to use it is the core dependent variable. Satisfaction and perceived usefulness positively affect user willingness to use, and perceived usefulness and expectation confirmation have a positive effect on satisfaction. Based on these theories and models, scholars have conducted a large number of discussions on the influencing factors of online consumers' repeated purchase behaviour intentions, involving areas such as takeaway mobile terminals, search engine mobile terminals, online medical and health platforms and knowledge sharing platforms.

Cox (1967) suggested that consumers' perceptual risk is influenced by financial or psychosocial psychology, while other scholars advocate measuring perceptual risk in multiple dimensions, Roselius (1971), for example, notes that factors such as time, self-esteem, danger and money may cause changes to consumer purchasing behaviour. Jacoby and Kaplan (1972) divided perceptual risk into five types: financial, physical, performance, psychological and social risk, and proved that the five factors divided explained the degree of perceptual risk of 74%. Bettman (1973) divided the perceptual risk into inherent risks and manageable risks, namely the risks inherent in the consumer choosing the product itself and the extent to which consumers can detect or predict the risk of the product when they choose a certain product. Park *et al.* (2019) empirically tested the negative correlation between perceived risk, trust and consumers' intention to use mobile payment. Lusardi and Mitchell (2008) divided financial knowledge into advanced financial knowledge and basic financial knowledge: advanced financial knowledge includes risk remuneration relationship, the difference between stocks and bonds, the concept of asset pricing and the operation of mutual funds; basic financial knowledge includes simple economic concepts such as the difference of substantive value and name value of compound interest, and the basic concepts of inflation and risk dispersion. Huston (2010) believed that financial literacy is the ability to avoid making wrong financial decisions.

To sum up, previous studies have paid little attention to the impact of financial literacy and perceived risk on satisfaction when added to the expectation model. After reviewing the literature, it is found that financial literacy has a certain impact on risk preference and consumption, and perceived usefulness in the expectation confirmation model may no longer be applicable to the context of this study, so perceived risk is used to replace perceived usefulness. Financial literacy is also added to this model to extend the expectation confirmation model. Therefore, the theoretical model of this paper is shown in Figure 1.

Figure 1: *Theoretical model*



2.2. Research Hypotheses

Huston (2010) believed that financial literacy can significantly promote the improvement of personal finance, learning, life satisfaction and sustainable use. Wangenheim and Bayon (2004) found that consumer trust in online retailers is significantly and positively influenced by online knowledge. The following hypothesis are made based on this:

H1: Financial literacy has a significant positive impact on continuous use.

Slovic (2010) pointed out that when individuals have rich and correct financial knowledge or have collected comprehensive and accurate financial product information, the ability to grasp the products is relatively strong, and the level of risk perception is also relatively low. Sachse, Jungermann and Belting (2012) found that lower financial literacy levels would lead to higher levels of risk perception. The following hypothesis is made based on this:

H2: Financial literacy has a significant negative impact on perceptual risk.

The perceptual risk and willingness to buy in online shopping, that is, when the perceptual risk is higher, the willingness to buy will be relatively low. Garretson and Clow (1999) point out that consumers in the process of buying products, will perceive a variety of different risks, and when these perceptual risks are too high, it will hinder consumers' willingness to buy, so the perceptual risk will directly affect the consumer's willingness to buy in the decision-making process. Erevelles, Roy and Yip (2001) pointed out that when the perceptual risk is higher, then consumers will be anxious about the result of the purchase and will reduce their willingness to buy. Consequently, it is inevitable for consumers in the purchase decision-making process that when the perceived risk is higher, then it is more likely that the willingness to purchase will be reduced. The following hypothesis reflects this:

H3: The negative perceptual risk of users using external sales platforms significantly affects the user's willingness to continuously use it.

Consumers' financial literacy plays an important role in the process of consumption. An improvement in financial literacy can effectively reduce the generation of risk. From the two major aspects, on the one hand, the professional quality of professional knowledge construction, on the other hand, the non-professional quality, are continuously accumulated and cultivated in long-term practice. Consumers with high financial literacy have higher expectations during their shopping experience. This is the basis of the following hypothesis:

H4: Financial literacy has a significant positive impact on expectation recognition.

Many studies have confirmed the impact of expectation confirmation on perceived value. Swan and Combs (1967) believed that product utility includes operational and expressive utility, and that consumers are satisfied when the utility of a certain product or service is greater than or equal to consumer expectations. Jones and Sasser (1995) argued that businesses should, in order to maintain customer satisfaction with goods or services, provide good perceived value. This leads to the following hypothesis:

H5: User expectation confirmation of the use of the external sales platform positively affects user satisfaction.

Parasuraman, Lee and Lin (2005) confirmed that user satisfaction had a significant positive effect on user re-behaviour intention. Kim, Mirusmonov and Lee (2010) studied consumer repurchases based on the continuous willingness to use the model, and showed that satisfaction affects the continuous willingness to use it. From this, the following hypothesis is posited:

H6: User satisfaction with the use of the external sales platform significantly and positively affects the users' willingness to continue to use it.

3. Methodology

3.1. Data source description

In this study, a total of 491 Chinese questionnaires were randomly distributed in China from September to November 2020. After removing invalid questionnaires, 401 valid questionnaires were obtained with an effective response rate of 81.7%. Among the 401 valid samples recovered in this study, 61 were males, accounting for 14.4%, and 340 were females, accounting for 85.6%. 38.4% of the sample spent 3-6 hours online on average every day. The frequency of using takeout food APP five times or less per month was 80.6%. The average consumption amount of 0~50 yuan per time using takeout food APP 86.5%. The descriptive statistics of basic information are shown in Table1.

Table 1: *Descriptive statistics of the basic information*

Feature name	Classify	Quantity	Proportion
Gender	Male	61	15.21%
	Female	340	84.79%
Average internet time per day	Less than 1 hour	28	6.99%
	1-3 hours	106	26.43%
	3-6 hours	154	38.4%
	6-10 hours	86	21.45%
	More than 10 hours	27	6.73%
How often do you use takeout food apps per month	Less than 5 times (inclusive)	323	80.55%
	5-10 times	60	14.96%
	10 to 20 times	6	1.5%
	More than 21 times	12	3%
The average amount of money spent each time using takeout food apps	Below ¥50	347	86.53%
	¥51-100	49	12.22%
	¥101-200	5	1.25%
	Above ¥201	0	0

3.2. Measurement of the Variables

First, drawing on relevant literature at home and abroad, a questionnaire was designed including variables such as measuring financial literacy, perceptual risk, expectation confirmation, satisfaction and continuous use. It used the standards and frameworks of the self-designed metrics scale. The first draft of the questionnaire was modified by various experts and professors who were consulted for their help. Third, questionnaire survey training and pre-survey were carried out for the respondents. Finally, the questionnaire was converted into its final form. In this paper, the independent variable is the continuous use of takeout APP, and the dependent variables are financial literacy, perceptual risk, expectation confirmation, and satisfaction. According to the measurement scale developed by scholars at home and abroad, this paper adopts the current mainstream paradigm Likert quintile scale method. Specifically, it is necessary to design the answers to each measurement item from negative to positive tendency to "1" representative completely disagree; "2" representative slightly disagree; "3" represents neither agree nor disagree; "4" representative somewhat agree; and "5" representative fully agree.

In the formal questionnaire formed after the revised scale, the revised financial literacy scale includes 2 variables and 10 items, the perceptual risk scale includes 5 variables and 15 items, the expected confirmation scale includes 3 items, the satisfaction scale includes 5 items, the continuous use scale includes 5 items, and the final questionnaire totalled 38 items (38 observation indicators). The reference basis for each variable scale is shown in Table 2:

Table 2: *Design of the Study Measure Scale*

Measurement variables	No.	Measure the item	Source
Financial Literacy (F1)	FL.A	<p>1. I understand the difference in single interest and compound interest;</p> <p>2. I understand the impact of exchange rates and interest rates on foreign currency deposits;</p> <p>3. I understand the impact of inflation on pensions;</p>	Lusardi (2008)
	FL.B	<p>1. I understand the difference between stocks, bonds, and mutual funds;</p> <p>2. I know my current different social insurance status, and can explain its content;</p> <p>3. I understand the amount of pension for my current social insurance status;</p> <p>4. I know about different types of insurance, such as life insurance, property insurance, annuity insurance, social insurance;</p> <p>5. I know what the substitution rate gets;</p> <p>6. I understand the impact of the obtained substitution rate on retirement pension;</p> <p>7. I understand what is disposable and illustrate its content.</p>	

Measurement variables	No.	Measure the item	Source
	PR.C	<p>1. The takeaway food APP purchased food, possible quality or lack of service;</p> <p>2. The takeaway food APP bought food, may not be up to what I expected;</p>	
Measurement variables	No.	Item	Source
		3. When experiences the actual store and may be inconsistent with the appearance, function, or service introduced by the takeaway food APP.	
	PR.D	<p>1. uses takeaway food APP and people I respect may think it is just unwise;</p> <p>2. The use of takeaway food APP may not be recognized by relatives and friends;</p> <p>3. The use of the takeaway food APP may affect my image among the people around me.</p>	
	PR.E	<p>1. The use of takeaway food APP may waste a lot of time and energy;</p> <p>2. If the food purchased in the takeaway food APP is not appropriate, the online communication and return time is long;</p> <p>3. After the takeaway food APP is ordered, the arrival time takes a long wait.</p>	
Expectation Confirmation (F3)	EC1	1. My experience with using the takeaway food APP was better than originally expected;	Bhattacherjee (2001)
	EC2	2. The takeout food APP provides better services and functions than I had originally expected;	
	EC3	3. Overall, I think the takeaway food APP is used in line with my original expectations.	
Degree of satisfaction (F4)	Sf3	1. The takeaway food APP won't lose the food I buy;	Bhattacherjee (2001)
	Sf4	2. The takeaway food APP will accurately deliver the food I bought to my hands completely;	
	Sf5	3. The takeaway food APP will keep the food packaging intact;	

Measurement variables	No.	Item	Source
Continuous use (F5)	Sf6	4. The takeaway food APP, the receipt of food procedures are very standard;	Bhattacherjee (2001)
	Sf7	5. The takeaway food APP, won't break the food I buy.	
	CU1	1. I intend to continue using the takeaway food APP in the future;	
	CU2	2. I will always try to use the takeaway food APP;	
	CU3	3. whenever I have the chance, I will use the takeaway food APP;	
	CU4	4. I highly recommend that others use the takeaway food APP;	
	CU5	5. I intend to increase the use of marketed food APP in the future.	

Source: This study collation

4. Findings

4.1. Measurement Model Test

To ensure the reliability and validity of the study conclusions, the reliability and validity of the measurement model were tested beforehand to ensure that the structural model has practical significance. Reliability tests are generally standard by clonal Bach coefficient (Cronbach α) and combinatorial reliability. Cronbach α is an important reference indicator to test the intrinsic consistency of scales or constructs. When the value is 0.70 or higher, it indicates high reliability; $0.35 < 0.70$, it is OK; $\alpha < 0.35$ is low reliability. Combinatorial reliability is the judgment criterion for the intrinsic quality of the model. If the combined reliability of the potential variable is greater than 0.6, then the good internal consistency of the potential variable indicates the intrinsic quality of the measurement model. From Table 3, the Cronbach α coefficient of the latent variables in the measured models is more than 0.7, and the combined reliability is more than 0.6, indicating that the overall reliability of the measured model is good and there is high internal consistency of the measured data.

Table 3: *Reliability test*

Latent variable	Number of questions	Cronbach α	Average variance value (AVE)	Combination reliability
Financial literacy	10	0.936	0.571	0.929
Risk of perception	15	0.828	0.554	0.948
Expect confirmation	3	0.903	0.589	0.811
degree of satisfaction	5	0.918	0.706	0.923
Continue to use	5	0.824	0.571	0.869

Table 4: *KMO and Bartlett test*

KMO	Approximate chi-square	Degrees of freedom	Significance
0.868	9393.791	703	0.000

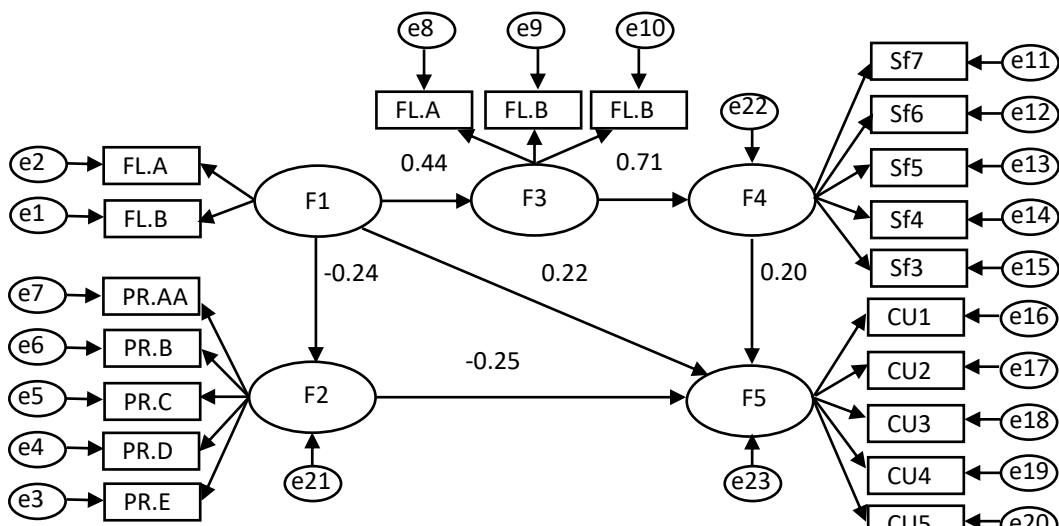
In terms of the validity test, the value of KMO seen from Table 4 is 0.868, somewhere between 0.7 and 0.9, indicating that the scale in this questionnaire is suitable for factor analysis. The Bartlett test results indicate a chi square value of 9392.791, which is a large value, proving that the corresponding P value (0.000) <0.001 , so the analysis may be considered reliable.

4.2. Structural Equation Model

The structural equation model (SEM) has certain requirements for the number of samples. There are a total of 38 items in the report questionnaire, the number of effective samples reached 401 and the sample size should be 10 times the scale items to meet the sample size requirements.

AMOS software was used to map the SEM, as shown in Figure 2 below. The overall model involves the aforementioned five latent variables: the latent variable F1 is financial literacy, as determined by FL.A and FL.B determined; latent variable F2 is perceptual risk, determined by PR.A-PR.E determination; latent variable F3 is expected confirmation, determined by EC1-EC3; latent variable F4 is satisfaction, determined by SF3-SF7, and latent variable F5 is continuous use and determined by CU1-CU5. There were 20 observed variables with 24 residual items.

Figure 2: *SEM Diagram*



After constructing the SEM, the degree of fit of the model was computed. The degree of fit represents evaluation indicators for multiple dimensions. This paper uses the evaluation indicators generally recognized by the academic community for this analysis. The name, standard value range of each evaluation

index and the actual index measurement results after importing the questionnaire data of this model are shown in Table 5 below.

Table 5: *Model Fitting Results*

Index name	Significance level	Measurement	Accept?
The ratio of chi-square and degrees of freedom (CMIN/DF)	<3	1.823	accept
Approximate error mean square (RMSEA)	<0.08	0.045	accept
Parsimony-based goodness-of-fit index (PGFI)	>0.5	0.727	accept
The goodness index was fitted (GFI)	Between 0.7-1, the greater the value, the better the fit effect	0.931	accept
Model comparison fitness (CFI)	Between 0.7-1, the greater the value, the better the fit effect	0.966	accept
Non-norm fitting exponents (NFI)	Between 0.7-1, the greater the value, the better the fit effect	0.928	accept
Incremental fitness index (IFI)	Between 0.7-1, the greater the value, the better the fit effect	0.966	accept

According to the data of the model shown above, in the indicators of the initial model, all the indicators meet the standard, and the value of PGFI, CFI, NFI, IFI is above 0.9, and the fitting effect is good.

4.2.4. Hypothesis Testing

After confirming that the model suitability is good, the initial hypothesis needs to be verified by path analysis. Pathway analysis can fit the multiple linear regression according to the pre-plotted variable path map, which can directly reflect the direct and indirect links between the variables. Corresponding conclusions were drawn by judging whether the positive and negative initial assumptions of the linear regression coefficient and the significance test. The significance test results for path analysis and its coefficients are shown in Table 6.

Table 6: *Model Diagram of the structural equations*

	Estimate	S.E.	C.R.	P	Result
$F_3 \leftarrow F_1$	0.439	0.08	5.452	***	Accepted
$F_2 \leftarrow F_1$	-0.242	0.044	-5.497	***	Accepted
$F_4 \leftarrow F_3$	0.709	0.053	13.332	***	Accepted
$F_5 \leftarrow F_4$	0.197	0.034	5.842	***	Accepted
$F_5 \leftarrow F_1$	0.224	0.056	4.008	***	Accepted
$F_5 \leftarrow F_2$	-0.245	0.081	-3.018	0.003	Accepted

The path coefficients for financial literacy and perception risk, expectation confirmation and continuous use were -0.24, 0.44 and 0.22, respectively. The results were significant, indicating that financial literacy has a reverse impact on perception risk, while positive impact expectation confirmation and continuous use, that is, hypotheses 1,2, and 4 are accepted.

The path coefficient between perceptual risk and continuous use was -0.25 and the results were significant, indicating the inverse relationship between perceptual risk and continuous use, namely that people with high perceptual risk had poor continuous use. Consequently, hypothesis 3 was accepted.

The path coefficient between expectation confirmation and satisfaction was 0.71, and the validation results were significant, indicating that the positive relationship between expectation confirmation and satisfaction; consequently, hypothesis 5 is accepted.

The path coefficient between satisfaction and continuous use was 0.2, and the results were also significant, varying equally between satisfaction and continuous use, indicating that hypothesis 6 could be accepted.

The results of the hypothesis relationship of financial literacy in the expectation confirmation model show that the continuous use willingness mechanism relationship involved in the expectation confirmation model has been verified, that is, the continuous use of financial literacy, the recognition of expectation, and the positive impact of expectation recognition on user satisfaction. The negative impact of financial literacy on perceptual risk and perceptual risk on continuous use is significant.

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Financing Impacts on Chinese Small and Medium-Sized Manufacturing Enterprises Based on the U.S.-China Trade Dispute

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Abstract

This study takes small and medium-sized manufacturing (export) enterprises in China as the research object. In the research methodology used, the impact effects of the financing difficulties of China's SMEs arising from the increase in U.S. tariffs are collated and discussed based on monthly customs data before and after the outbreak of the U.S.-China trade war (starting from the year before the outbreak of the trade war, i.e., 2016, (the latest data available as of August 2020), respectively. First, fill in the gaps in the existing literature and further sort out the underlying data work: which products are specifically involved in the three rounds of U.S. tariff increases (and subsequent exemption policies)? Statistics are compiled on typical facts such as the proportion of trade in products involved in the tariff increase in China's exports, the distribution of industries, and the degree of change in trade volume to visualize the impact of the U.S. tariff increase on China's exports. Second, empirical judgment: What is the negative impact of the increase in U.S. tariffs on the financing of Chinese small and medium-sized manufacturing enterprises? This study empirically investigates, at the normative level, whether small and medium-sized export manufacturing firms have significant financing difficulties in the face of the U.S. tariff hike, using the above-mentioned market segments as examples.

Keywords: financing constraints, small and medium-sized enterprises, U.S.-China trade war

1. Introduction

1.1. Background of the Research

After the financial crisis in 2008, international trade protectionism began to prevail, and the global trade liberalization process, typified by the reduction of import tariffs, was hit. In particular, a new wave of trade protectionism, led by the United States, has cast a shadow over the world economy. This has become more pronounced after the election of Donald Trump as US president, whose administration has often imposed trade sanctions on China and many other countries, using tariff increases as the main tool. As of 10 months into 2019, the U.S. had initiated three tariff increases against China since the U.S. launched the "301 investigation" in August 2017, involving a total of \$750 billion in trade goods. The growing momentum of trade disputes has affected the economic and trade exchanges between the two countries. Its long-term nature and complexity cannot be ignored.

This research takes small and medium-sized manufacturing (export) enterprises (SMEs) in China as the research object. The research methodology is somewhat innovative in that it is based on historical monthly customs data before and after the outbreak of the U.S.-China trade war (starting one year before the outbreak of the trade war, i.e., in 2016 (the latest data available as of August 2020) to collate and discuss the impact effects of the financing difficulties of China's export SMEs arising from the U.S. tariff increase, respectively. First, fill in the gaps in the existing literature and further sort out the underlying data work: which products are specifically involved in the three rounds of U.S. tariff increases (and subsequent exemption policies)? Statistics are compiled on typical facts such as the proportion of trade in products

involved in the tariff increase in China's exports, the distribution of industries, and the degree of change in trade volume to visualize the impact of the U.S. tariff increase on China's exports. Second, empirical judgment: What is the negative impact of the increase in U.S. tariffs on the financing of Chinese small and medium-sized manufacturing enterprises? This study empirically investigates, at the normative level, whether small and medium-sized export manufacturing firms have significant financing difficulties in the face of the U.S. tariff hike, using the above-mentioned market segments as examples.

1.2. Methodology and Significance of the Study

This research uses Stata statistical software to process the collected data and conduct econometric analysis to empirically study the impact of the U.S. trade tariff increase on the leverage of small and medium-sized export enterprises through statistical analysis methods, which provides objective evidence and data reference for the research conclusions and policy recommendations of this study.

According to the theoretical and empirical findings of this study, it is of great practical significance to provide some policy guidance to prevent the financial risks caused by the trade tariff increase on the U.S. side and the dual objective of "stable growth."

2. Review of Literature

2.1. Research Results of the Sino-US Trade Dispute

Research on the U.S.-China trade dispute is divided into several aspects, including causes, degree of impact, and countermeasures. Some of the research results suggest that the U.S. tariff increase is the result of trade protectionism superimposed on other factors. For the quantitative research on the degree of impact, there are several mature models, such as the research results based on the equilibrium model of Eaton and Kortum (2002). Among them, Song and Zhang (2019) argue that the United States imposes tariffs on imports from China, which will raise the prices of these imports. And the trade deficit still exists. Ma and Chen (2019) and Wang and Dong (2020), empirically analyzed the exports of manufacturing, steel, and textile industries, respectively, while Liu (2018) looked at the tea industry. These studies for specific types of enterprises show that the increase of tariffs by the U.S. will definitely have an impact on the above industries or enterprises in China, but the degree of impact varies. Ding and Zhang (2020) argue that the increase in U.S. tariffs directly affects Chinese manufacturing firms that rely on cheap labour for low-end cost advantage, and that rising trade costs will be transmitted to upstream and downstream industries due to the reduction in profits of these firms. Regarding China's coping strategies, Jin and Jin (2020) discuss how Chinese firms seek to handle the transfer of their exports in the context of increased U.S. tariffs. As can be seen, China may be affected by the trade war and tariffs imposed by the United States. However, the extent of this impact can be reduced through proactive countermeasures.

2.2. Linkage Factors of Financing for SMEs

Research in other countries on the impact of trade disputes on corporate finance is mainly based on the fact that trade disputes increase transaction risk and raise transaction costs. It has been shown that trade risk undermines investor confidence and discourages investors from replicating the returns of one security in another portfolio. As well as a high correlation between macroeconomic variables such as exchange rate, GDP per capita and the level of corporate indebtedness due to trade disputes. Kalemli-Ozcan *et al.* (2015) conducts a regression analysis using business data from firms in EU member states and shows that bilateral trade tariff hikes present a threshold effect on corporate leverage and affect corporate leverage, in the case

of overly significant unilateral tariff hikes by trade counterparties. In the case of too significant unilateral tariff increases by trade counterparties, there is a significant decline in firm leverage and this decline is mainly caused by issues such as underinvestment by firms and higher government debt costs.

At this point, scholars in China have conducted less research on the impact of trade disputes, especially tariff hikes, on corporate leverage. One contains three major features of differential capital intensity, limited competition in financial markets and vertical industry linkage, and the study shows that trade disputes will indirectly affect upstream and downstream firms through the industrial value chain. Another demonstrates through empirical research that different corporate leverage ratios are affected by corporate transaction costs, soft budget constraints and corporate tax burden, which are all influenced by China's foreign trade and investment patterns supported by stable exports. In addition, because commercial bank credit is the main source of financing for SMEs in China, and the development of capital market in China is not yet mature and the financing channels are not smooth enough, the economic uncertainty caused by foreign trade disputes is also the reason for the difficulty of financing SMEs in China. It has also been shown through empirical evidence that SMEs in a financing constraint dilemma have small loan size and often lack sufficient fixed assets, which makes large banks face the problem of "high cost, difficult collateral and high risk" when lending to SMEs. When the outlook of trade disputes is uncertain, banks prefer to finance state-owned enterprises and government financing platforms rather than lending to SMEs, making it difficult for SMEs to raise funds.

In conclusion, owing to the special situation in China, the research results obtained abroad do not explain the situation faced by China well, and although some scholars in China have conducted preliminary research on the tariff increase in trade disputes and corporate financing leverage, and obtained certain research results, the empirical research on whether there is a correlation between the two is still insufficient. In addition, most of the previous studies have used data from listed companies, and the findings based on listed companies may not be able to explain the difficulties faced by SMEs in China because they are the leading enterprises in the industry, have closer relationships with the government, and have greater advantages in financing channels than ordinary small and medium-sized export enterprises. In this paper, we consider the database of industrial enterprises as the research object according to the development characteristics and data availability of small and medium-sized export enterprises in China, so the final conclusion of this paper may have more explanatory power for small and medium-sized export enterprises in China.

3. Data Analysis and Research Hypothesis

3.1. Basic Data Cleaning and Analysis

This paper first compares the details of the timing and rates of tariffs imposed by the U.S. on Chinese exports during the study period (see Table 1).

Table 1: List of Tariffs Imposed by the U.S. on Chinese Exports during the Study Period; **source:** author

Levy Increases	Dates of Levy Increases	Rate of Tax Increases
U.S. \$34 billion list ¹	July 6, 2018-October 15, 2019	25%-30% (to be)
U.S. \$16 billion list ²	August 23, 2019- October 15, 2019	25%-30% (to be)

U.S. \$200 billion list ²	September 24, 2019- May 10, 2019- October 15, 2019	10%-25%-30% (to be)
U.S. 300 billion list	September 1, 2019- December 15, 2019	15%

Notes: ¹ 7 batches have been excluded; ² 2 batches have been excluded

According to the Standard International Trade Classification (SITC) for international trade, there are ten categories of import and export commodities, with a commodity code system ranging from ST0 to ST9, of which ST0 refers to the animal category, which is less common in international trade; ST1 for cigarettes and beverages; ST2 for non-food raw materials; ST3 for energy raw materials; ST4 for animal and vegetable oils and fats; ST5 for products related to chemicals; ST6 is primary manufactured products of raw materials; ST7 is large machinery and equipment; ST8 is grocery products; ST9 is other imported and exported products not otherwise classified. In the data sorting stage, this paper needs to analyze the trade structure of China-US trade according to trade classification. The main data are obtained from the Global Trade Barriers Database (<http://www.Globaltradealert.org>), which shows that the share of primary products such as raw materials in China's exports to the U.S. has decreased, while the share of industrial manufactures such as large machinery and equipment has increased year by year. In order to ensure the accuracy of the data source, the list of tariffs imposed on Chinese products in this study period is downloaded directly from the official website of the U.S. side (note: the U.S. side uses the HTS 8-bit code). Excel was used for data cleaning work.

Table 2: List of Previous U.S. Tariff Increases during the Study Period (Partial Schematic); **source:** Original Research

15% Additional Tariff Effective September 1, 2019
2105.00.30
2105.00.50
2106.90.06
2106.90.12
2106.90.18
2106.90.24
2106.90.28
2106.90.34

At the level of the 6-digit HS code, this paper continues to exclude the products involved in the "exemption list" announced during the three rounds of tariff increase by the U.S. side, and finally arrives at the list of products actually affected by the tariff increase policy of the U.S. side. The list of products that are actually affected by the U.S. tariff increase policy is finally eliminated, and the descriptions of the products by the

U.S. side that do not need to be covered in this paper are deleted. A total of 11,503 items were recorded, as shown in Table 3.

Table 3. Second Step Cleaning Results (Partial Schematic); **source:** Original Research

A	A
11477	9610.00.00
11478	9613.20.00
11479	9613.80.60
11480	9614.00.28
11481	9614.00.94
11482	9615.11.10
11483	9615.11.20
11484	9615.11.30
11485	9615.11.40
11486	9615.11.50
11487	9615.19.20
11488	9615.19.40
11489	9615.19.60
	11503
	9619.00.79

In the third step, since the U.S. side uses the HTS8-bit code, and the first 6 bits of which are common internationally and can be directly converted to the HS6-bit code used in China, the data generated in the second step are converted from HTS8-bit to HS6-bit code, and the same items are combined and sorted. The list of 5171 HS6-bit codes was obtained. This is shown in Table 4.

Table 4: Third Step Cleaning Results (Partial); **source:** Original Research

HS8	HS6	HS8	HS6
9208 10 00	9208 10	9603 29 40	9603 29
9404 30 40	9404 30	9603 40 20	9603 40
9503 00 00	9503 00	9605 00 00	9605 00
9504 40 00	9504 40	9610 00 00	9610 00
9504 50 00	9504 50	9613 20 00	9613 20
9505 10 40	9505 10	9615 11 40	9615 11
9505 90 20	9505 90	9615 19 20	9615 19
9506 40 00	9506 40	9615 90 20	9615 90
9507 10 00	9507 19		

Finally, the goods affected by the tariffs imposed by the U.S. side involving Chinese enterprises are sorted by category. This is used as the basis for selecting the types of products manufactured by small and medium-sized export enterprises for the empirical study of this paper (see Table 5).

Table 5: Ranking of Product Categories Affected by the U.S. Tariff Increase; **source:** Original Research

HS Code (First 4 Bits)	Category Description
2903	Halogenated derivatives of hydrocarbons:
0307	Shelled or shelled mollusks, live, fresh, cold, frozen, dried, salted or salted; smoked shelled or shelled mollusks, whether or not cooked before or during the smoking process; fine powder, coarse powder and pellets of mollusks suitable for human consumption:
5407	Woven fabrics of synthetic filament yarns, including those of the materials listed in tariff item 54.04:
6204	Women's suits, casual suits, tops, dresses, skirts, dress pants, pants, chest protectors, pants and shorts (except swimming costumes):
3824	Mold and core adhesives; other chemical products and preparations for the chemical industry and related industries not listed in the tariff number (including those consisting of a mixture of natural products):
0305	Dried, salted or salted fish; smoked fish, whether or not cooked before or during the smoking process; fine, coarse and dough fish suitable for human consumption:

5205	Cotton yarn (except sewing thread), containing 85% or more cotton by weight, not for retail use:
5402	Synthetic fiber filament yarn (except sewing thread), not for retail sale, including synthetic fiber monofilaments of fineness below 67 dtex:
6104	Knitted or crocheted women's suits, casual suits, tops, dresses, skirts, skirts and pants, pants, chest protectors, breeches and shorts (except swimming costumes):
0306	Shelled or shelled crustaceans, live, fresh, cold, frozen, dry, salted or salted; smoked shelled or shelled crustaceans, whether or not cooked before or during the smoking process; steamed or boiled shelled crustaceans, whether or not cold, frozen, dry, salted or salted; crustaceans suitable for human consumption of fine powder, coarse powder and dough:
5206	Cotton yarn (except sewing thread), containing 85% or less cotton by weight, not for retail sale
5516	Woven fabrics spun from man-made fiber staple:
0207	Fresh, cold, frozen meat and edible mince of poultry listed in tariff item 01.05:
3920	Other non-foam plates, sheets, films, foils and flat strips, not reinforced with other materials, laminated, supported or combined with similar methods:
5208	Cotton woven fabrics, cotton content by weight is 85% and above, the weight of each square meter does not exceed 200 grams:
1605	Production or conservation of crustaceans, mollusks and other aquatic invertebrates:
2905	Alcohols and their halogenated, sulfonated, nitrated or nitrosated derivatives

3.2 Research Hypothesis

Leverage is created on a firm's balance sheet as a result of the firm's need to engage in capital borrowing and lending activities, which is an effective way to help the firm cover its capital shortfall. A firm chooses to incur debt, which means it acquires credit resources and generates corporate leverage. This leverage is usually influenced by various factors such as economic conditions (recessionary or aggressive), business conditions, government policies, etc. The focus of this paper is on the extent of the impact of the U.S. tariff increase on the financing leverage of China's export SMEs in the U.S.-China foreign trade dispute.

Generally speaking, when the economy is in recession because the field situation deteriorates, companies facing difficulties in operations will be forced to restructure or close down, and the overall corporate leverage will fall, while companies that persevere will be able to wait until the economy enters a boom period to expand production, and corporate leverage will rise again, which is the market performance of corporate leverage. The impact of trade disputes, on the other hand, can be seen as a small-scale recession or economic uncertainty.

Based on the above analysis, this paper proposes the hypothesis that the rise in the U.S. tariff increase leads to a decrease in the debt level of small and medium-sized exporters, i.e., a decrease in corporate leverage.

4. Empirical Test of the Impact of U.S. Tariff Hikes on the Leverage of Export SMEs

4.1. Empirical Model and Selection of Each Variable

Through the theoretical analysis in the previous chapter, the following benchmark model was developed for analysis by directly incorporating tariff increases as explanatory variables in the model.

$$Debt_firm_{i,j,t} = a_0 + a_1 Tariff_ind_{jt} + \sum \gamma X_{it} + \sum \delta Z_{it} + \lambda_t + \lambda_i + \mu_{ijt} \quad (4-1)$$

In the above formula, i, j, t represent different enterprise individuals, industries, and years respectively. Debt_firm is the individual firm leverage, and Tariff_ind is the industry tariff rate. x is the macro-influencing factor. z is the micro-influencing factor. λ_i , λ_t are firm and time fixed effects.

The dependent variable used in this paper to reflect the level of corporate leverage is corporate leverage (Debt_firm), which, from the microfinance point of view, refers mainly to the behaviour of the household sector or the corporate sector in reducing the cost of capital occupation by borrowing and lending funds to carry out productive activities. Through the use of leverage, it is possible to increase the gains or reduce the losses of the economic sector. In this paper, total liabilities divided by total assets is used to measure corporate leverage. In this paper, 1,780 observations with a time horizon of 10 years were created for export SMEs that survived between 2010 and 2020 as the study population.

Macro-level influences: (1) Gross domestic product (PGDP) per capita is the ratio of the market value of all final products produced by economic activities in a region to the resident population in that region in a certain period of time, and the specific value is obtained from the National Bureau of Statistics. (2) Inflation level, this paper, in line with general experience, uses the average annual growth rate of the consumer price index to measure the inflation rate, with data obtained from the National Bureau of Statistics. Micro-level influencing factors: (1) Enterprise asset size, in this paper, the logarithm of fixed asset size of enterprises is used to measure the size of enterprises. (2) Enterprise guarantee value, in this paper, the enterprise guarantee value is the sum of the enterprise's fixed assets and inventory divided by the enterprise's total assets. Generally speaking, the larger the enterprise guarantee value is, the easier it is to obtain loans from various sources. (3) Enterprise profitability, enterprise profitability is generally measured by the return on assets, the higher the return on assets indicates the higher the efficiency of enterprise assets utilization, and this paper also adopts the return on assets as an indicator of enterprise profitability.

4.2. Statistical Description and Correlation Analysis

Table 6: Statistical Variables and Descriptions; **source:** Original Research

Variable	N	Mean	Minimum	Maximum	Standard Deviation
Corporate leverage	1780	0.308	0.029	0.491	0.28
Industry tariff rates	27	0.131	0.106	0.537	0.09
GDP per capita	270	10.2	8.386	11.46	0.654
Consumer Price Index	270	1.002	0.908	1.055	0.028
Enterprise guarantee value	1706270	0.342	0.019	0.956	0.206
Corporate Profitability	175483	0.182	-0.089	0.8	0.141
Enterprise fixed asset size	176419	11.04	7.992	15.4	1.414

Table 7: Interpretation and Expectations of each Explanatory Variable; **source:** Original Research

Variable	Predicted Impact of Financing Leverage with Export SMEs	Expected Symbol
Industry tariff rates	The greater the industry tariff rate, the more difficult it is for export SMEs to raise financing, and the lower the amount of financing	-
Corporate Profitability	The higher the profitability of the enterprise, the higher the amount of financing for export SMEs	+
Enterprise fixed asset size	The larger the size of a company's fixed assets may simultaneously result in a greater need for debt raising, but also greater pressure to service debt.	To be tested
GDP per capita	Higher GDP per capita and generally positive local economic conditions may simultaneously lead to more government debt or increased debt service.	To be tested
Consumer Price Index	The higher the CPI tends to be, the more indebted the local government is likely to be; it also indicates a tightening of the local fiscal situation.	To be tested
Urban unemployment rate	The tighter urban unemployment tends to be, the higher the amount of financing for SMEs	+

Table 8: Results of Correlation Analysis of Variables; **source:** Original Research

	Leverage of Export SMEs	Industry Tariff Rates	GDP Capita	per Consumer Price Index	Enterprise Guarantee Value	Corporate Profitability	Enterprise Fixed Asset Size
Leverage of export SMEs 1							
Industry tariff rates	0.0322	1					
GDP per capita	0.102	0.209	1				
Consumer Price Index	0.139	-0.0467	-0.0621	1			
Enterprise guarantee value	0.272	-0.0229	-0.271	-0.0164	1		
Corporate Profitability	0.0374	0.0418	0.0247	0.204	-0.0372	1	
Enterprise fixed asset size	-0.0849	0.0364	0.177	-0.0432	0.0847	0.149	1

The results of the correlation analysis of the variables are given in Table 8, and it can be seen that the correlation coefficients of the variables in the table are less than 0.3, so it can be judged that there is little if any multicollinearity between the variables.

4.3. Baseline Regression Results

At the time of data processing, there were very few firms with abnormally large and abnormally small financing leverage, so they were eliminated from the sample by shrinking the tail at 1%, and then regression analysis was performed.

From Table 9 (below), the estimated coefficient of industry tariff rate on leverage of export SMEs is always negative, which indicates that it has an impact on firm leverage when considering the increase in tariff rate in trade disputes. With the gradual inclusion of control variables such as consumer price index, urban unemployment rate and micro-level of enterprises, the coefficient of industry tariff rate on enterprise leverage changes continuously and finally reaches -0.103, i.e., for every 1 percentage point increase in industry tariff rate, enterprise leverage will decrease by 0.103 percentage points. This indicates that the industry tariff rate does have a negative impact on the leverage of SME financing. Moreover, the results of the benchmark regression show that GDP per capita, consumer price index, enterprise guarantee value, enterprise profitability, and enterprise fixed asset size all have an impact on enterprise leverage.

Table 9: Baseline Regression Results of Industry Tariff Rates and Firm Leverage; **source:** Original Research

Variables	(1)	(2)	(3)	(4)	(5)	(6)
Industry tariff rates	-0.040** (-2.146)	-0.018*** (-4.478)	-0.032* (-1.709)	-0.0741*** (-3.248)	-0.114*** (-3.321)	-0.103*** (-2.886)
		0.121*** (61.369)	0.137*** (60.029)	0.132*** (63.297)	0.149*** (62.368)	0.297*** (63.697)
GDP per capita			3.232*** (83.615)	3.453*** (93.804)	3.454*** (94.854)	3.526*** (102.041)
				0.697*** (43.262)	0.694*** (37.194)	0.661*** (34.724)
Consumer Price Index					0.0101*** (10.361)	0.0297*** (3.942)
Enterprise guarantee value						-0.381*** (-48.908)
Corporate Profitability						
Enterprise fixed asset size						
Constant term	0.575*** (166.112)	-0.612*** (-30.237)	-4.831*** (-88.796)	-4.672*** (-82.473)	-4.322*** (-83.573)	-2.038*** (-66.363)
Time fixed effects	Control	Control	Control	Control	Control	Control
Corporate fixed effects	Control	Control	Control	Control	Control	Control
N	176374	176374	176374	175986	175852	175783
R-sq	0	0.009	0.051	0.184	0.192	0.273

5. Research Conclusions and Policy Recommendations

In this paper, we first sort out the list of products that are actually affected by Chinese exporters under the U.S. tariff increase policy. On this basis, the industry distribution of the listed goods in China's exports is statistically combined with China's customs trade data to visually reflect the impact of the U.S. tariff increase on China's export enterprises. Second, after cleaning the above basic data, the extent of the negative impact of the U.S. tariff increase on China's export manufacturing enterprises SMEs is assessed through empirical analysis, and the paper focuses on all the practical hot issues of the U.S. tariff increase. The established data model helps export SMEs to make further decisions based on the validation and summary of previous research results.

The data used in this study has the limitation that it can only be broken down to the 4-digit HS code level, and the U.S. tariff levies are imposed at a more disaggregated product level, so the findings are somewhat coarse. This study warrants further in-depth study when subsequent 6-bit (or even 8-bit) HS code data are available.

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Sunnah Approaches to Terrorism and Counter-Terrorism in Nigeria

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Abstract

One of the greatest security challenges that can face any society is terrorism. Terrorist attacks can have devastating effects on the development and progress of a country that experience them. The innocent citizens are victims while public and private facilities become targets. Once a country experiences security challenges, its economy will be drastically affected and its image will be tarnished because foreigners will be less willing to invest in the economy of such a country and it will be avoided as it will be tagged as a red zone for tourism. Combating terrorism creates a setback because the country will lose both human and capital resources in the course. The purpose of this study is to examine the various theories of terrorism in relationship with the nefarious activities of various terrorist groups in Nigeria and factors that led to their emergence. The study focuses on how the Sunnah approaches can be applied to proffer solution to curb the menace of these terrorist groups.

Keywords: Sunnah, Approaches, Terrorism, Counter-Terrorism, Nigeria

1. Introduction

It is often observed that the term “terrorism” is difficult to pin down to a particular definition because of the assertion that “one person’s terrorist is another person’s freedom fighter. However, Waziri (2017) conceptualizes the definition of terrorism based on the operation adopted by various terrorist groups in Nigeria as;

“The use of politically motivated violence by clandestine groups that are aggrieved with the state on political, ideological, or religious differences with intent to subdue the state or compromise the unity of the Nigerian federation (Waziri, 2017:42).”

It is incontestable that Nigeria has been bedeviled by security challenges as a result of nefarious activities of various terrorist groups since the inception of democracy in Nigeria. The Obasanjo Administration contended with the Niger Delta militancy and kidnapping. Similarly, the Yaradua and Jonathan administrations tackled insurgency in addition to the Niger Delta militancy and kidnapping. The situation becomes compounded as the Buhari Administration is currently battling with insurgency, Fulani herdsmen, banditry and kidnapping. The northern part of the country is the worst affected because of the cases of students being kidnapped from their schools and the attacks on the rural areas keep increasing unabated. This is justifiable by the statement made by Tanko Yunusa, former presidential candidate of the National Conscience Party (NCP) who averred that north suffers in silence under Buhari Administration (Thomas, 2021). It is worrisome to see bandits occasionally in their hundreds moving freely in the streets of some northern states on motorbikes brandishing A-K 47s without being challenged by security agents.

Apparently, Nigeria is socially, educationally and economically affected by this damning insecurity. For instance, people in rural areas whose major occupation is farming currently take refuge in the internally displaced people’s camps. It is going to be very difficult for parents to send their children to school when their security is not guaranteed. Similarly, it will require a greater effort to convince the children, who experienced a psychological trauma in the den of kidnappers, to go back to schools. The handwriting on the

wall shows that the government is helpless. Bello Masari, governor of Kastina State and Samuel Ortom of Benue State have consistently advocated self-defence. In addition to this was the organization of prayers seeking divine intervention over security issues (Nigerian Tribune, 2021). The seeming failure of the national security agents is an impetus for creating civilian security personnel called *Amotekun* sponsored by the South-West governors as a proactive measure in tackling insecurity in the South-West (Badmus, 2021).

The worsening security situation currently experienced by the Buhari-led administration has been attributed to different reasons by various people. However, this study will examine the true and exact reasons for the current situation of security challenges that have bedeviled Nigeria.

2. Examining Various Theories on Terrorism and Counter-Terrorism

To understand the ideology and agitation of terrorists there is a need to examine the available theories propounded by experts in that regard. Waziri (2017) listed 14 different theories propounded by various scholars from several perspectives. The following theories are relevant to the activities of Niger-Delta Militancy, Boko Haram insurgency and Fulani herdsmen and bandits menace because they capture their ideologies and agitations.

a. Relative Deprivation Theory of Terrorism

This theory looks at terrorism as a product of human psychology because it believes that people will definitely revolt as a result of frustration when one group of people in the same society is treated better than another.

b. Oppression and Humiliation Theory of Terrorism

This theory states that in a society where people suffer oppression and humiliation from the hand of government without any just cause, the propensity is very high that such oppressed and humiliated people will engage in terrorist acts to prevent or limit the oppression.

c. Conspiracy Theory of Terrorism

This theory assumes that political elites may have a hand in fueling political unrest in the society for the purpose of achieving their own political goals.

d. Psychopathological Theory of Terrorism

This is a psychiatric theory of terrorism because it believes that the act of violence carried out by terrorists results from the fact that they suffer from mental disorder.

In addition, the environment is considered as a motivational factor that breeds terrorism. An environment in which some people feel aggrieved as a result of artificial deprivation of social amenities and abject poverty is an environment which is volatile and may give rise to acts of terrorism. Based on this fact, Forest, Olatoke and Olatunba cited in Owolabi and Ojedokun (2017), submitted that the prevalence of grievances due to economic deprivation is one of major factors for the growth of terrorism in Nigeria. So, they attributed the Niger-Delta militancy to environmental degradation. However, the act of militancy would have been foiled or neutralized had there been corresponding compensation or provision of adequate social amenities in the region.

3. Niger-Delta Militancy and Its Effects on Nigerian Economy and the Loss of Lives

The core Niger-Delta region covers three states, namely Delta, Bayelsa and Rivers. Unarguably, the nation's economy largely depends on oil and these three states are known to be the largest producers of oil in Nigeria. The major occupation of the people of Niger-Delta is farming and fishing but they were deprived of their traditional occupations due to the excavation of crude oil by transnational oil companies. In spite of the environmental hazard suffered by the people of the Niger-Delta, their hue and cry were not listened to by the successive governments. The frustration of the people of the Niger-Delta eventually resulted in both organized and unorganized protests. In the 1980s, three different protests were carried out mainly by women agitating against environmental degradation because in the region women were known to be active participants in agriculture. The first protest was carried out by Oghafe women in 1984, followed by Odidi women in 1985 and Ekpan women in 1986 (Aworawo, 2017).

Later, in the 1990s, the protests turned out to be organized ones which were more violent than those witnessed in the previous decade because they were championed by various groups of armed men. The tactics of terrorism were demonstrated by severely damaging oil facilities, kidnapping foreigners and killing security agents. The first group to be known popularly was the Movement for the Survival of the Ogoni People (MASOP) founded by Kanule Saro-Wiwa in August 1990 (Aworawo, 2017).

Unfortunately, the leader of MASOP was sentenced to death by General Sanni Abacha's administration on the allegation of killing elderly Ogoni people. However, rather than subduing the agitation over the environmental degradation in the Niger-Delta Region, more agitators sprang up continuing to try to grasp the oil companies and the federal government by the jugular vein. The Ijaw Youth Council (IJC), Niger-Delta People Volunteer Force (NDPVF) led by Asari Dokubo, Niger Delta Vigilant, (NDVF) led by Atake Tom, the Movement of the Emancipation of the Niger-Delta (MEND) led by Tompolo among others (Aworawo, 2017) unleashed different degrees of terrorist acts which made the region a volatile area and almost paralyzed the nation's economy (Aworawo, 2017).

The available statistics show that Nigeria experiences acute shortage in the oil production due to the terrorist attacks on the oil installation. Reduction in the production of oil will definitely have adverse effects on the nation's economy due to the fact that oil is the main source of the nation's economy. In this case, Nigeria lost a substantial amount of money as a result of the activities of Niger-Delta activists.

The ripple effects of this included the mass lay-off of workers by the oil companies which increased the poverty level in the region. In September 2007, Shell Petroleum Development Company (SPDC) sacked 3,500 workers. Similarly, 4,000 workers were also retrenched in 2008 in a bid to reduce operational costs (Abomaye, Emmanuel & Iyerikabo, 2018).

Nigeria not only lost resources to Niger-Delta militancy rather thousands of lives were lost which involved the militants, innocent citizens and security agents. The statistics show that about 6,000 persons were killed and 2,000 taken for hostages, at an average of 1,000 lives per year during this period (Business and Human Rights Resource Centre, 2003). In the same vein, 11 soldiers lost their lives as a result of explosions at two stations belonging to the Agip gas company located in Forcados, while more than 100 people were killed during the attack carried out on the Bonga oil field by MEND on the 17th July, 2008 (Anayachukwu, 2008).

These various reports confirm that the Niger-Delta terrorist's attacks have inflicted untold hardship on the human and capital resources which is inimical to the growth of the nation's economy. Insecurity is antithetical to investment because it derives away foreign investors while the local ones will have to relocate to where the security of property and life is guaranteed.

4. Boko Haram Insurgency and Its Social and Economic Effects on Nigeria

The colossal loss of human and capital resources as a result of activities in the Niger-Delta region was a great disturbance to the government. The federal government under the administration of the late president Musa Yar'adua strategized by granting amnesty to the Niger-Delta militants so that they would sheathe their swords. While the strategy started yielding the desired results, the Boko Haram insurgency broke out in the northeast of Nigeria. Boko Haram, in Hausa language, means that western education is forbidden. The rationale behind this name is that the group was embittered by the prevalence of economic imbalances between the people in the government and the ordinary citizens which created abject poverty in the midst of plenty. The group then concluded that their state of hopelessness was caused by the government who imposed western education on them and that such education should be replaced with something more suitable. They envisaged that *Shari'ah* law would be a better alternative to democracy because it would be transparent and just (Pham, 2012).

It might be difficult to establish who actually was the founder of Boko Haram insurgency because different researchers have provided conflicting accounts in this regard. However, one assertion that is likely to be acceptable is that Muhammad Yusuf became the leader in 1997 after the departure of Lawan Abubakar for further studies in Saudi Arabia (Omale, 2017). Unarguably, the name Boko Haram was popularized by Muhammad Yusuf who indoctrinated his followers with his own ideology. Aworawo (2017) and Omale (2017) explained that Muhammad Yusuf is alleged to have radicalized his followers through his sermons and to have disturbed peace and order and this led to his arrests in 1998 and 2005. In 2009, the group ran amok by burning down police stations and government offices in Maiduguri in retaliation for the police clampdown on some of their members for their failure to comply with the order of wearing helmets. Unfortunately, Muhammad Yusuf was arrested and killed in the custody of the police (Cook, 2018). Since then, the North-East has become a gory scene for nefarious activities by the group.

Boko Haram unleashed its terror attacks through abduction, wanton killings of innocent citizens and bombing of schools, mosques and churches which clearly compromised their claim to be Muslims. The nation was gripped with panic when 276 Chibok school girls were abducted from their dormitory on 14th April, 2014. Subsequently, cases of abduction have been going on unabated and the main target are young boys, women and girls. According to the United Nations Human Right Commission, young boys were radicalized and enlisted into fighting forces while young girls were sexually abused and forced into marriage with members of Boko Haram. It was reported that no fewer than 20,000 civilians, including an undetermined number of women and children, have been killed by Boko Haram since 2009. They barbarically murdered civilians by amputating their limbs, beheading or drowning them (United Nations, 2015).

The education authorities reported that 338 schools had been damaged or destroyed between 2012 and 2014 in the States of Adamawa, Borno and Yobe. This was buttressed by the statement made by the National President of Nigerian Union of Teachers, Michael Olukoya, during the celebration of teachers' day on the 5th October, 2015 that 600 teachers had lost their lives in the hand of Boko Haram insurgents (Nneka, 2015). It is to be noted that serial attacks on the school facilities scared away students from going to schools and thereby exacerbated the case of out of school children already existing in the northeast.

Continued Boko Haram attacks caused various degrees of health issues physically and psychologically. Those who survived the detonation of bombs may have to live the rest of their lives as physically disabled persons, while others will contend with the psychological trauma inflicted upon them by witnessing horrendous scenes perpetrated by Boko Haram insurgents. Owing to poor environmental conditions, there was an outbreak of various communicable diseases such as cholera and the condition was aggravated due

to inadequate health facilities and medical personnel. It was reported that on the 16th September, 2015 there was a cholera outbreak in various camps of internally displaced persons in Borno state where 172 people were affected and 16 people lost their lives (Nneka, 2015).

5. The Menace of Fulani Herdsmen and Bandits to the Socio-Economic Development of Nigeria

When President Muhammad Buhari took over the mantle of leadership on May 29th, 2015, the hope of every Nigerian was that the security challenges faced by the country would become a thing of the past; he was, after all, a former military officer, coupled with the campaign promises he had made. Unfortunately, their hopes were dashed when the security challenges became exacerbated rather than being abated as the menace of Fulani herdsmen and bandits added to the existing ones.

Historically, the Fulani herdsmen were reputed to be peace-loving and harmless people. Their major occupation is the rearing of cattle and this gives them a nomadic rather than a sedentary lifestyle. Although skirmishes did break out between them and farmers from time to time these were customarily settled amicably by their host community. However, in recent times the Fulani herdsmen have been armed with sophisticated weapons and some have become militia, terrorizing, kidnapping and maiming innocent and law-abiding citizens. In an empirical study carried out by Ajibefun (2018), it was revealed that among the terror acts perpetrated by Fulani herdsmen were killing, raping, kidnapping for ransom and destruction of properties. The peculiarity of the nefarious activities of Fulani herdsmen is that they cut across six geopolitical zones of Nigeria.

While the concerted effort was ongoing in order to contain the menace of Fulani herdsmen, Nigeria was hit by another wave of security threats which took the form of banditry, especially in the northwest. Banditry has been viewed by different people from different angles. One comprehensive approach is the perspective of Shalangwa (20), who describes banditry "... as the practice of raiding and attacking victims by members of an armed group, whether or not premeditated, using weapons of offence or defense, especially in semi-organised groups for the purpose of overpowering the victim and obtaining loot or achieving some political goals." States like Sokoto, Kebbi, Zamfara, Niger, Kastina, and Kaduna have become infamous for banditry activities. The bandits engaged in cattle rustling, maiming of innocent citizens, raping, kidnapping and torching of houses which led to the destruction of valuable items. It was reported that between 2018 and 2019, no fewer than 3,300 people have lost their lives in the six states from the northwest while over 160,000 people have been displaced (Rosenji and Adeniyi, 2021).

A critical assessment of all these terror acts perpetrated by each group of these various terrorist organizations clearly shows that each one of them is a product of one or two theories of terrorism mentioned above.

6. The Sunnah Approach to Counter-Terrorism

Good understanding of various theories of terrorism indicates that terrorism is a product of injustice. It must be emphasized that injustices perpetrated by the government or people in positions of authority have ripple effects on society as a whole. In view of this, injustice is vehemently condemned by the Sunnah and thereby puts in place three approaches as mechanism for suppressing it, which are discouraging and preventing injustice and upholding justice at all times.

6.1. The Sunnah Approach to Discouraging Injustice

Zulmu is an Arabic word which is translated as injustice. The Prophet (SAW) had employed different methods to discourage the act of injustice. One day, the Prophet (SAW) addressed his companions telling them that they should assist their brothers should one of them commit injustice or suffers from an injustice.

The statement of the Prophet (SAW) seemed confusing to some companions. For proper clarification, they asked the Prophet (SAW) that, assisting our brother whom injustice was committed against is understood but how to assist him when he is the one committing injustice is what is unclear? The Prophet (SAW) replied to them that they should caution the person involved (Al-Bukhari, Hadith no. 6952). The obvious reason for this is that people who suffered the act of injustice would eventually react violently if the act of injustice continues without being redressed. Based on this reason the perpetrator of injustice must be cautioned in order to save the society from the backlash of injustice.

In one of the Hadiths Qudsi, the Prophet (SAW) informed his companions about the gravity of injustice that Allah informed him that He, Allah has made injustice forbidden for Himself, therefore you must not perpetrate injustice to one another (Muslim, Hadith no. 2577). In order to make people refrain from injustice completely, the Prophet (SAW) gives a stern warning against the repercussion of the curse of the oppressed because, nothing can prevent it from coming to pass (Al-Bukhari, Hadith no. 1496). Definitely the oppressed usually experience psychological trauma and in this condition the only weapon that person has available is curse. This will be continued days and nights with assurance that the curse will overtake the oppressor.

Furthermore, he equally promised that the unjust people no matter how long they have been perpetrating acts of injustice will never escape the punishment of Allah (Al-Bukhari, Hadith no.4686). The certainty of this punishment caused the Prophet (SAW) to quote the following verse of Qur'an; "And thus is the seizure of your Lord when He seizes the cities while they are committing wrong. Indeed, His seizure is painful and severe (Q11:102)."

Defending and protecting the rights of individuals against injustice in society is the responsibility of rulers and judges. However, the injustices that they might perpetrate would be worse than the injustices perpetrated by individuals because theirs will also damage the fabric of society and this is what brings about terrorism. In this regard, the Prophet (SAW) declared that those responsible will never have access to his intercession on the of Day of Resurrection (At-Tabarani, Hadith no.8079)

The significance of abhorring injustice can be understood from the remarks made by the Prophet (SAW) about the Al-Fudūl Confederacy that was held by the Quraysh in the house of Abdullah son of Jad'ān At-Taymi before the prophethood. The main objective of this confederacy was to suppress injustice and protect the rights of the weak and the poor. The Prophet (SAW) was passionate about it to the extent that it remained evergreen in his memory, as the following remarks suggest:

"I witnessed a confederacy in a house of Abdullah son of Jad'ān At-Taymi. It was more appealing to me than herds of cattle. Even now in the period of Islam, I would respond positively to attending such a meeting if I were invited (Al-Mubarakpuri, 2011)."

6.2. Preventing Injustice as the Sunnah Approach to Counter-Terrorism

Another method applied by the Prophet (SAW) in tackling injustice, which can be a harbinger for the act of terror, is *al-amru bil-ma'ruf wa nahyu 'anil-munkar* which connotes enjoining what is right and forbidding what is wrong. The Prophet (SAW) advises the Muslims that they should be enjoining people to do what is right and forbidding them from doing what is wrong. Failure to do this has severe consequences such that Allah will impose a callous leader over them and the prayers of righteous people will not avail anything (At-Tirmidh, no.2169). This advice from the Prophet (SAW) indicates that preventing injustice is the responsibility of everybody in the society. People should not be quiet when some people are treading

on the wrong path. Being indifferent will encourage the people to continue along that wrong path and eventually it would become the societal norm.

The Prophet (SAW) was not comfortable with keeping quiet when wrong doing was perpetrated in society. In view of this, he gave three steps to be taken when such occasion arises. The first is using the hand to prevent it, either through writing or by taking necessary action against the person involved. In case individuals lack the capacity to prevent the wrong with their hands because the person involved is in a position of authority, then people must speak against it in a polite manner. If the second step seems to be difficult to do, the last step to be taken is to be quiet. Keeping quiet is not so encouraged by the Prophet (SAW) that is why he refers to it as weak faith (Muslim, Hadith no. 49). No matter the situation, the Prophet (SAW) wants the truth to be said when wrong doing is committed. Based on this, he considered saying the truth to the face of a tyrant ruler as the best jihad (At-Tirmidh, Hadith no. 2174 and Abu Dāwūd, Hadith no. 4344).

For proper understanding of significance of enjoining what is right and forbidding what is wrong, the Prophet (SAW) gave an interesting illustration of people who were travelling by sea. The people in the lower part of the ship had to go up whenever they wanted to drink water. Later, they decided to drill a hole in the lower part of the ship so that they could get water directly from the sea instead of bothering the people who were in the upper part of the ship. Their co-travellers disagreed with their plan, knowing fully well that their action could lead to a ship wreck. The Prophet (SAW) remarked that assuming their co-travellers were indifferent to their action would have led to all of them being drowned, but because they did not allow them to act as they would all the people on board were saved (Al-Bukhari, Hadith no.2493)

6.3. Upholding Justice as Sunnah Approach to Counter-Terrorism

Upholding justice in society is an effective antidote in preventing terrorism. Justice brings peace and harmony and it prevents chaos and uprising. Al-‘Uthaymin (2010) opines that justice is mandatory in everything. However, in the case of people in the position of authority it is even more mandatory because their failure to uphold justice will lead to the breakdown of law and order. In view of this, the Prophet (SAW) demonstrated it in statements and in actions. The Prophet (SAW) mentions that seven people will be shaded by Allah on the Day of Resurrection when there shall be no a shade except His shade. The person that tops the list is a just leader (Al-Bukhāri, Hadith no. 1423).

During the time of the Prophet (SAW) a Quraysh woman called Al-Makhazūmiyyah was convicted of theft. The companions wanted the punishment to be waived for her, perhaps because of her family background. Consequently, they pleaded with the Prophet (SAW) to temper justice with mercy over her case. The countenance of the Prophet (SAW) changed immediately and harangued them. He remarked that some people in the past erred on the basis that when the common people committed a crime they punished them but when illustrious people committed the same crime, they ignored it. If my daughter Fātimah is convicted of theft, I will cut off her hand (Al-Bukhāri, Hadith no. 6788).

The abovementioned scenario justifies the concern that the Prophet (SAW) had for upholding justice because of his knowledge that injustice is a great destroyer of peace in the society. Those who are denied justice might recourse to violence in order to get it.

7. Conclusion

An attempt was made to examine the various theories on terrorism and it was suggested that the act of terrorism stems from injustices that people have suffered over a period of time. It is not news that Nigeria is combating various forms of terrorist attacks nearly from all the six geo-political zones ranging from Niger

Delta militancy, deadly Boko-Haram, Fulani herdsmen and banditry attacks. These various terror attacks have devastating effects on both human and capital resources. Thousands of lives have been lost while properties worth billions of naira have been destroyed. Children have been denied access to education because they have become targets for kidnapping. Moreover, schools have come under serious attacks and many teachers have also lost their lives. The farmers cannot work on their farms as a result of fear of attack from the bandits and Fulani herdsmen. This brings untold hardship to citizens because it causes the prices of food commodities to increase steeply. Fighting against terrorists has cost the government billions of dollars yet the terror attacks still rare its ugly head.

It is argued that the Sunnah approach to counter-terrorism is an effective way of fighting terrorism. The Prophet (SAW) believed in preventing any possible act that can lead to terrorism. He discouraged any form of injustice by seriously warning against it. He enjoined doing what is right and forbade what is wrong, which is the simplest form of preventing injustice if every member of society can follow it. He equally advocated upholding justice irrespective of the status of individuals. Based on this, rather than fighting terrorism post hoc, it is more advisable to block all avenues that can lead to the emergence of terrorism. It can be concluded that some countries in the world today enjoy a peaceful atmosphere due to the prevalence of justice in their society.

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Managerial Practice

On Conducting Technique

Ho-Chung Yeh, Conductor

Biographical Note: **Ho-Chung Yeh** studied in Taiwan, the USA and Russia, receiving a DMA in conducting. His mentors include the legendary Ilya Musin, as well as Alexander Polishchuk at the Saint Petersburg Conservatory, Daniel Barenboim, Neeme Järvi, John Nelson, Larry Rachleff and Harold Farberman. A winner at the First Neeme Järvi Master Course/Conducting Competition in 2000, he shared the podium with Maestro Järvi at the grand finale concert of the David Oistrakh Festival in Estonia. During his professional career, he served as the Principal Guest Conductor of the St. Petersburg Chamber Philharmonic, Music Director of the Symphony of Oak Park and River Forest Chamber Orchestra, West Suburban Youth Orchestra of Chicago, and North Shore Chamber Orchestra Summer Music Festival, Principal Conductor of the Sochi Symphony Orchestra, Associate Conductor of the Symphony of Oak Park and River Forest, was a Board member for the Illinois Council of Orchestras, and on the Music Advisory Board for the Chinese Fine Arts Society in Chicago. Maestro Yeh frequently performed with orchestras including the St. Petersburg Symphony Orchestra, State Hermitage Orchestra, Stanislavsky Opera Theater Orchestra, Omsk Philharmonic, Tomsk Philharmonic, Petrozavodsk (Karelia) Philharmonic, Saint Petersburg Radio Symphony Orchestra, Astrakhan Philharmonic, Murmansk Philharmonic, Sochi Chamber Orchestra, Archangel State Chamber Orchestra (Russia), Kharkov Philharmonic (Ukraine), Varna Philharmonic (Bulgaria), Karaganda Symphony Orchestra (Kazakhstan), Evanston Symphony Orchestra, North Shore Chamber Orchestra (USA), Taipei Symphony Orchestra, National Chinese Orchestra, Taipei Chinese Orchestra, Taichung Chinese Orchestra, Taoyuan Chinese Orchestra, as well as Kaohsiung Chinese Orchestra (Taiwan). In 2017 he held a conducting master class with the Symphony Orchestra of St. Petersburg. In 2019 he held the “*First Ho Chung Yeh International Concerto Competition for Chinese Instruments*”, and will serve as a jury member for the 2020 Taipei International Conducting Competition (courtesy of <http://constantinethegreat.artf.ni.ac.rs/en/ho-chung-yeh/>).

Abstract

Does conducting technique exist? If so, what is it? Can it be learned and taught in a systematic way? Is it possible to be a conductor, even a good conductor, without acquiring conducting technique or with only very basic pattern-beating skills? Before learning any instrument, one must go through a period of technical training before playing a piece of music. Take the violin as an example: a violinist should be proficient in how to hold a bow, bow movement, playing long notes on open string, scales and fingering before one is exposed to any piece of music. When starting to play a piece, there are more technical requirements due to the demands of the music, such as legato, Détaché, Martelé, staccato, spiccato, Sautillé, tenuto, Ricochet, and many other techniques related to attacks and articulation nuances. Conducting is a very comprehensive art and requires a great deal of knowledge. But the knowledge is in the mind, what about the hands? How many techniques are required and possessed before a conductor begins to learn a score? What are the technical concepts that can be learned? How much more technique is needed after the conductor starts to study a score and conducting an orchestra? Is there any? What are they? This article attempts to explore these questions.

Keywords: *conducting, conducting techniques*

1. Introduction

Many conductors are faithful to the composers and the scores, asking the orchestra to execute all the details of the score. However, despite making the requests orally, the conductors often do not make the necessary gestures with their own hands. If the orchestra is completely faithful to the conductor's gestures, the music

that comes out will definitely not be the same as the composer intended. All the *legato*, *staccato*, *forte* and *piano*, especially the *subito piano*, which many conductors do not show at all *with* their hands, or do not implement well, will be missing. Compared to the orchestra's performance, the conductor's *subito piano* does not seem convincing at all. In other words, there are many details in the score and so many elements in the music that the orchestra has to pay attention to so many details and use so many techniques to express different musical ideas. But the conductors? Although they know these details and demand that they are executed prudently, the conductors themselves seem to be the most out of place in executing them because they lack the appropriate techniques. Theoretically, they could have used the same set of basic conducting techniques (i.e., beating time and conducting in patterns) to conduct from Haydn and Mozart all the way to Mahler and Stravinsky.

2. The Essential Skills for Conducting

To become a conductor, we must learn all the theories and knowledge about music, including but not limited to harmony, musical forms, counterpoint, orchestration, analysis, sight-singing, music history, music appreciation, general history, cultural history, composer biographies, literary masterpieces, music aesthetics and even philosophy. One should be sensitive to the color of the sound, know the timbre, characteristics and basic techniques of each instrument, and have the ability to adjust the timbre produced by combining two or more instruments, have certain ideas about the background, structure, and hidden meaning of a work, and generate one's own interpretation. It is also important to learn how to get along with people, how to communicate during rehearsals, to manage time efficiently so that one can accomplish the most in the least amount of time. It is also a good idea to be fluent in several languages and have excellent oral skills.

Furthermore, the conductor trains the orchestra, improves the orchestra's playing skills, establishes the orchestra's own voice, designs concert programs, organizes the season, invites soloists, guest conductors, works closely with the administrative staff, and so on. To represent the orchestra externally, as the orchestra's advocate, he or she must have charisma, be articulate and funny on radio and television or in public, be able to speak to the audience and the media, attract fans, and build a regular crowd for the orchestra so that the concerts are always packed and a ticket is hard to get. This enhances the orchestra's image and opens up the international market for the orchestra to establish a reputation.

All of the above is obvious, reasonable, and uncontroversial. It is the goal of every musician who is inspired to become a conductor. With these abilities, it seems that one is more than capable of being a competent conductor. However, what seems to be missing here?

That is the "technique" of conducting.

3. What is Conducting Technique?

But what is conducting technique? Does it really exist? Can conducting technique be taught or learned? Or is it even necessary? I believe most people would think the answer to these questions is undoubtedly "Yes." But is this really the case in reality?

Sian Edwards, former Music Director of the English National Opera, first heard of Maestro Ilya Musin (whom I discuss more in depth in the dissertation "On the Art of Conducting Technique") in 1981 while attending the Kondrashin conducting masterclass with Maestro Neeme Jarvi, himself a product of the St. Petersburg School of Conducting. She later studied for two years with Maestro Musin from 1983, and won the first prize at the Leeds International Conducting Competition in 1984. She noted that while she was a student at the Royal Northern College of Music: "At the end of my five years, I could do all the things expected of young British conductors - fix orchestras, put on concerts and so on - but I couldn't sense the

connection, when I stood in front of the band, between my hands and the music." (Morreau, 1996). In Jarvi's class, Edwards admitted that although she couldn't really understand what Jarvi was trying to teach, she did find his style, with his grace, fluidity and power, was very impressive. Jarvi told Edwards, "Naturally, I practice five hours a day," but Edwards was flabbergasted at the idea that conducting was something you could practice at all (Morreau, 1996). Yes, how does one practise conducting? What does one practice? Most people, including those who study conducting, cannot answer these questions. Edwards is definitely not a unique case.

4. Does Conducting Technique Exist?

Does conducting technique exist? Some schools suggest that, in essence, the "technique" of conducting can be boiled down to a few patterns, while the so-called "art" of conducting is demanded to a vague definition of personal charm. For others, the study and interpretation of the score is more important. The conductors are born, not made. There is no such thing as conducting technique beyond basic patterns, and the conductor's accomplishment is depending on his charisma, the empathy he can gain from the orchestra, and the professionalism of the orchestra itself. But how can this be proved?

We can see that, in practice, there are many performers around the world who have become professional conductors and have even built huge careers without having formally been "trained" in conducting. The musicians who have been playing in orchestras for many years feel that conducting is all about knowing the music and rehearsing the orchestras, all that is left is to stand in front of the orchestra and wave their arms, which they can do easily. Famous composers have been invited to conduct their own works. After all, who knows their music better than they do? Professional virtuosos, whose fingers or voices have become overwhelmed after decades of performing, have turned to conducting and are working directly with the best orchestras in the world, without having to go through all the trials and tribulations. The great violinists Pinchas Zuckerman, Itzhak Perlman, and Plácido Domingo, one of the Three Tenors, have been active as conductors in recent years with major orchestras around the world. With the reputation they have built over the decades, they have attracted curious fans to buy tickets to the concerts, generating a great deal of revenue, and orchestra managers are happy to invite them as it's their job to find ways to sell tickets.

One of the greatest conductors of the 20th century, Arturo Toscanini (1867-1957), music director of Milan's Teatro alla Scala, the New York Philharmonic, and the NBC Symphony, was known for his tension, perfectionism, an ear to hear all the details in music, and his amazing memory. On June 25th, 1886, Toscanini's opera company arrived in Rio de Janeiro in Brazil. The Brazilian conductor scheduled for the performance was unable to appear on stage and so Toscanini, a cellist and choral rehearsal assistant, was persuaded to take up the baton at 9:15 p.m. and conducted the 2½-hour opera from memory. He went on to conduct 18 opera performances that season. He was only 19 years old and starting his career as a professional conductor having never conducted before. So, where did his "technique" originate? What other professions in the world, other than conductors, could have reached the top so quickly, without studying or training on conducting techniques and without experience?

Gilbert Kaplan, a graduate of New York University School of Law, worked as an economist at the American Stock Exchange in 1963 and founded the magazine "Institutional Investor" in 1967, which was sold in 1984 for an undisclosed amount rumoured to be \$75 million, according to the New York Times. Kaplan was so passionate about Mahler's 2nd Symphony that in 1982 he rented Avery Fisher Hall in New York City, the home of the New York Philharmonic, to conduct the piece with the American Symphony and the Westminster Symphonic Choir. That was his public conducting debut. Since then, he conducted over 100 live performances of Mahler's 2nd Symphony before the end of his life, recorded and published it twice with the London Symphony Orchestra (1987, MCA Classics) and the Vienna Philharmonic (2002, Deutsche

Grammophon). This is an astonishing achievement that many professional conductors with a lifelong ambition could never have achieved, yet it was done by a "self-taught" conductor with no formal musical education, not to mention training in conducting.

These are real phenomena. So, does this mean that there is really only a very limited amount of conducting technique, or that conducting technique is really nothing more than just beating time? Does it mean that anyone can pick up a baton and become a conductor as long as he or she has a deep understanding of music and the charisma needed?

Or is it appropriate to say that none-musical reasons such as being a wealthy person can possibly help in building a conducting career?

In contrast, how long would it take for a world-renowned violinist to play a Beethoven piano concerto for example? If you have the money, you may be able to "rent" a good orchestra to conduct, or even publish your own recording, put your name on it and call it yours, but this can only happen with a conductor. For any instrumentalist, playing violin, cello, flute, trumpet, if it is not within the same instrument family, it is not possible to switch instrument and reach a decent level in a short amount of time. In other words, even still in the field of music, even if there is a lot of musical theory in common, even if you already have all the knowledge about music, it still takes years to learn a new instrument in order to master the new techniques. Switching instruments still requires practice from the beginning and a long time of practice. Conducting is the only exception. In practice, the minimum requirement is to pick up a baton, beat in patterns, have enough courage to stand in front of an orchestra and wave your arms, if the orchestra allows it. It seems the transition to become a conductor can happen overnight, without years of study or lessons.

Perhaps in the musical field, from the point of view of technique aspects, conducting, with the exception of a few percussion instruments such as bass drum and triangle, are indeed the least technical? (But no one wants to specialize in bass drum or become a triangle expert). Why is it that in the music profession, conductors usually have the highest status, the highest pay, and should be the most demanding and competent, but the threshold for entry seems to be the lowest? Is the technique of conducting really that worthless? Everybody can beat time; everybody can beat in patterns. If this is the minimum technical requirement for a conductor, then indeed most musicians can do it with ease. Perhaps it is necessary to know some cues and indications of dynamics, which is also not very difficult to do. That is why there is an active maestro still saying, "Conducting is very easy, if you want to learn it, I can teach you how to do it in one lesson." (NTSO X LOL, 2020). In many conducting "courses" and textbooks, there is not much left about conducting techniques other than beating patterns. How many musicians who have played in orchestras all their lives think they can also be conductors and feel they can easily do what they have seen over the years? How many teachers simply use "experience" as the answer to technical problems, telling students that they must develop their own techniques through practice and experience?

5. Can Conducting Technique be Learned and Taught?

As a result, the art of conducting is shrouded in mystery. Some teachers advise students to watch films of great conductors of the past and to attend rehearsals when they have the opportunity, and stories such as "Bernstein conducted a symphony with only his eyes and facial expressions" have spread like myths and are considered models of study. Film study of great conductors of the past can be helpful, but for most people, parroting, even if harmless, is not going to do a great deal for you, especially for beginners. The truth is that most people do not understand conducting enough to distinguish between good and bad techniques, or even the presence or absence of technique. Often, without a technical reference, students will try to mimic famous conductors and try to make the same gestures, even imitating their mistakes and imperfections unfortunately. Conductors make mistakes in conducting that few people can see, hear, or

detect because they are unable (or do not know how) to establish and connect gestures with the orchestra's responses. Many conductors are unaware of the impact of their gestures on the sound of the orchestra. This is because they are often "tricked" by the orchestra, which, for the sake of its own reputation, will "correct" itself, or "save itself" by playing the way it was told to do during rehearsals, by muscle memory, or by playing the "right" way, rather than following and responding to the conductor's gestures and movements at that moment.

Some may argue that because conducting is a highly integrated art, there are many requirements and subjects one needs to master in order to become a conductor. Before one learns how to conduct, one must spend years or even decades preparing oneself. It is not as simple as picking up a baton and going on stage the next day, but rather a process that has taken decades to develop. This sounds very reasonable.

However, this explanation supports exactly the theory that there is no "special technique" or "something extra" to be learned in conducting, so that after spending decades to get everything else in order, the "technique" of conducting does not require much time and everything just falls into place.

To learn the technique of an instrument is to learn to perform a series of movements that corresponds to specific sound reactions. In other words, to make a connection between body movement and the sound, and to analyze what kind of sound is produced by what kind of movement. Once a musician has mastered technique, she or he can use it appropriately to express musical ideas through the instrument. The musician does not think about these techniques when playing, just as we do not think about what to do with our tongues, lips and mouths when we speak. When learning an instrument, every teacher will teach you the techniques step by step, from how to hold the instrument, how to make a sound, and then how to practice long notes. For wind instruments, you need to practice long tones, and for string instruments, you need to practice long bows on open strings. If the sound is not satisfactory, you have to find out where the problem lies, and the problem must be in yourself, whether it is unstable breath, wrong angle, or wrong bow speed or wrong bow pressure. Once you can produce a relatively nice and stable sound, you can then start practicing some simple exercises. No one will think that the instrument is the only reason for the poor sound and blame it entirely. What about conducting? When you first learn to conduct, your teacher will not tell you how to hold the baton properly, how to swing it so you can produce a beautiful sound, or how to practice conducting long notes. It is often said that an orchestra is a conductor's instrument, and when the conductor's "instrument" does not sound as good, it is the conductor's "instrument" that is the problem. The conductor stops the playing to communicate verbally with the orchestra, to "tell" the orchestra what he wants it to sound like. Very few people's first reaction is, "Can I conduct differently to see if I can get a different sound?" You can't expect to "tell" your violin or piano that you're not happy with its sound and it will change all by itself - but conductors can.

As a result, as the orchestra continues to improve, the conductor's style of conducting does not necessarily change. Because the conductor does not make any sound personally, she or he can use other simpler and more direct means (speech, verbal communication) to achieve the required goals. It means that there is no urgent need for the conductor to make any technical changes or even to acquire any conducting technique. So, we have seen great conductors whose body language is in fact lacking, just standing in front of an orchestra like a human metronome or a robot beating with no emotion. However, this did not prevent them from building great conducting careers, because they were able to achieve their goals through verbal communication and leadership during rehearsals. In the long run, it is difficult to make significant progress in conducting techniques because, in practice, it does not seem to be so necessary. This status quo has become the norm, and people are accustomed to it, thinking that this is the way it should be.

6. The Relevance between Conducting Technique and Conducting Career

The examples of Toscanini and Kaplan were mentioned earlier. Wilhelm Furtwängler (1886-1954) was the chief conductor of the Berlin Philharmonic for more than 20 years, a contemporary of Toscanini and also one of the greatest conductors of the last century. Furtwängler famously and very publicly walked out of a concert conducted by Toscanini and proclaimed openly: "That man is just a time-beater! (Burton-Hill, 2014)

If these two great conductors of the same era had a love-hate relationship with each other, let us look at the example of Kaplan, whose success was certainly hailed by some in the media and critics. But as Sergiu Celibidache, conductor of the Munich Philharmonic and Berlin Philharmonic, said in a 1978 interview on Danish television: "Conductors are the most ignorant people in the musical field, after press men. They (the press) don't know even the notes. Conductor..... At least they can read the score, the critics wouldn't. They can only say if it's good or not."

It is the orchestra musicians who work with the conductors know them the best. David Finlayson, a trombonist with the New York Philharmonic who participated in Kaplan's December 2008 performance with the New York Philharmonic, commented:

"Having not previously heard either of Mr. Kaplan's two recordings of the symphony, nor having seen him conduct, I came to our rehearsals with an open mind ... As a conductor, he can best be described as a very poor beater of time who far too often is unable to keep the ensemble together and allows most tempo transitions to fall where they may. His direction lacks few indications of dynamic control or balance and there is absolutely no attempt to give phrases any requisite shape. In rehearsal, he admitted to our orchestra that he is not capable of keeping a steady tempo and that he would have to depend on us for any stability in that department ..."

I have to take extreme exception to the many reviews I have read of his performances. Some critics have written that he brings the finest details of the work to the surface. If his past performances were anything like ours, Mr. Kaplan excels in ignoring the blizzard of Mahler's performance direction ...

Much has been written about Mr. Kaplan's passion for Mahler's great symphony as if this emotion is unique to him. This assertion is an insult to all professional musicians who have dedicated their entire lives and have sacrificed much toward the preservation of all the great works of history's finest composers. His continued appearances are also an affront to all "real" conductors who have toiled relentlessly for the recognition they duly deserve" (Finlayson, 2008)."

Finlayson even goes so far as to call Kaplan an "impostor" in his review. In any other profession, it is inconceivable that a person who is not very proficient could achieve such a great success. However, as we can see in the film, Kaplan has little "technique" to speak of. His hands were doing the same thing over and over most of the time, just beating patterns, and very obviously, as Finlayson noted, not very consistently. From another great conductor of the last century, Fritz Reiner, who brought the Chicago Symphony to world class, to today's Zubin Mehta, music director of the Israel, Los Angeles, and New York Philharmonics, whose conducting tends to be mechanical and repetitive, there is a lack of technique in body movement. The list goes on and on.

Riccardo Muti, the Music Director of the Chicago Symphony Orchestra, was awarded "Musician of the Year" at the Musical American Awards in 2010. In his acceptance speech at the awards ceremony, he said:

"I had great teachers in Italy, great teachers. And my teacher of conducting was Antonino Votto, he

was the first assistant of Toscanini in the 20's in La Scala, the golden period of La Scala ... And he was the teacher of conducting in Milano, in the Conservatoire of Milano. And coming from the Toscanini school, he was very basic, to the point. So, when we ask questions about how to do this, how to do that, he always said, why are you worried? You don't have to play, just do this (hand gesture from top to bottom), something will happen."

In Hermann Scherchen's (1949) book "Handbook of Conducting," you have to read about halfway through the book to find something about conducting techniques, and at the bottom of the page, the author sums it up in a dozen lines, which can be summarized in one sentence, "The gestures of a conductor must be clear." This is very illusory.

So, if the technique of conducting does exist, what is it?

7. Closing Remarks

Whether or not studying the score and generating interpretations is more important than conducting techniques and body movements, it is not a question of choice after all. It is not like you can only choose one without the other. The importance of technique or body language cannot be ignored or downplayed on the grounds that something else is more important. Any musician must convey his or her understanding of music through techniques, and conductors should not be the exception. Conducting is, after all, a relatively young art. In the twenty-first century, the art of conducting needs to develop and improve continuously, and the technique of conducting needs to be redefined and re-examined. This is a subject that deserves further study by all musicians who are inspired in conducting.

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Book Reviews

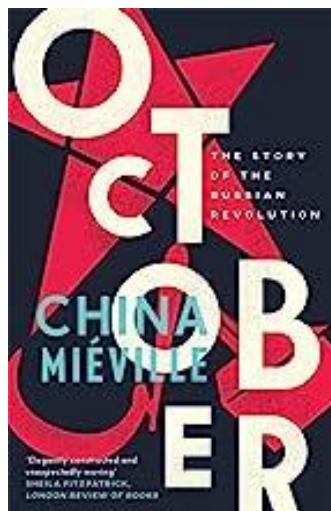
October: The Story of the Russian Revolution

China Miéville

London and New York, NY: Verso, 2018

ISBN: 9-781784-82788

369 pp.



The hundredth anniversary of the events of October 1917 is, of course, a suitable occasion for the reconsideration of those events and an opportunity to re-tell a tale of such great human interest. Fundamentally, this was a human interest story because, for all of the politics and the revolutions, it is a history of working people going about their daily routines and hoping for a better future than the grinding poverty and ill-treatment that so many of them had to suffer in the inevitable cold. This is true for the members of the navy as much as the peasants and the factory workers, all of whom played such prominent roles in the revolution. With Europe roiled by war and by the possibility of radical change, repression and violence had intensified against proponents of change. The war provided a pretext for submerging radicalism in nationalism and, wherever it was active, people were being promised future freedoms and guarantees they would never receive. This had pretty much always been the way and the few occasions when something different took place, in 1649 or 1848, for example, it was only when the people refused to accept those established precedents and took matters into their own hands to create a rupture. So it was with Lenin and those of his ilk. Marx and Engels had laid out the actual conditions of reality and why they were that way and had predicted that the capitalist system contained within itself the seeds of its own destruction. Yet that system, as we can still see all too well today, still persists, like a vampire or that scarcely visible monster that seems to receive the mortal wound over and over again but keeps slipping back in through the back door, vivid with new and probably stolen energy. There must be a vanguard, therefore, that makes sure that the old order is broken irrevocably and a new one brought into being. Much of the action of 1917 involves the dawning realization that all interim steps will be insufficient and that only when the Russian people – themselves a vanguard who would show the peoples of other nations, Germany and Britain among them – ruled themselves without obstruction from above would a revolution be complete.

As a consequence, the story requires a great deal of explication of what might appear to be arcane or even irrelevant machinations but which at the time were vital parts of the ongoing process. Fortunately for the reader, Miéville is an expert novelist and story-teller and he not only brings these events to life but sets

them concretely in the actuality of the people involved and how they did things, what they were eating and how they spent their spare time:

“As Sukhanov left his home for the Soviet on the morning of the 10th, his wife Galina Flakserman eyed nasty skies and made him promise not to try to return that night, but to stay at his office, as was his custom when the weather was so bad (p.260).”

The scholarly knowledge behind these details is evident from the footnotes, the capsule biographies of the leading figures and in the guide to further reading about the subject. This promotes verisimilitude. It also provokes more of a response to what is being portrayed and because it is not a story about people from far away about whom we know little. Readers will have different attitudes about the events – although presumably more will have at least some sympathy with the revolutionaries otherwise they would not be reading this book. Those attitudes are likely to be influenced by the knowledge of what is to come and Miéville certainly does not shy away from this, although he attempts in what appears to me to be an even-handed way to present the reasons why things transpired the way they did – the relentless opposition of nearly every other powerful country in the world, the vastness and poverty of the country (since mass extraction of valuable resources had yet to be achieved) and the failings of individuals, often promoted beyond their knowledge and experience required to do things they objected to doing. The centre could not hold:

“Lenin’s health is failing. He suffers strokes in 1922 and 1923, and struggles in what has been called his ‘final fight,’ against the bureaucratic tendencies, the ossification and corruption he sees growing. He grows suspicious of Stalin’s personality and his place within the machine. In his last writings, he insists Stalin be removed from his post as general secretary.

His advice is not followed (p.313).”

Within a page, internationalism has been abandoned and a ‘Socialism within One Country’ proclaimed. As a result, “debate and democracy withers” and the “grey blur” positions himself at the heart of the machine, building up his power base and personal status (p.314). The tragedy is all the greater for coming with a whimper rather than a bang.

Miéville mains a good pace throughout the book and expertly shuffles and deals the extensive cast of characters, each of whom has enough detail attached to stay in the memory and in their allotted role. Some of the more prominent characters are given a starring moment on the stage: Trotsky, Kollontai, Kerensky, Spiridonova and others. It is cold and many things just do not work as they should. Miéville describes the revolution as a “revolution of the railways” owing not just to the Tsar and his family and their ornate agency, balanced by Lenin’s closed carriage but, also, because it would only be through the spread of the railways throughout the country that information and resources could be transferred swiftly from the centre of St. Petersburg to the peripheral regions that would enable a genuinely political community to emerge and, perhaps, thrive. However, that was not possible.

This is as good a telling of the events of October revolution as could be desired and it incorporates a great deal of the learning of modern scholars and of the troves of material now available in the post-1989 period. No doubt experts could find flaws or contentious issues and opponents could reject it all but interested readers would be well-rewarded.

John Walsh, Krirk University

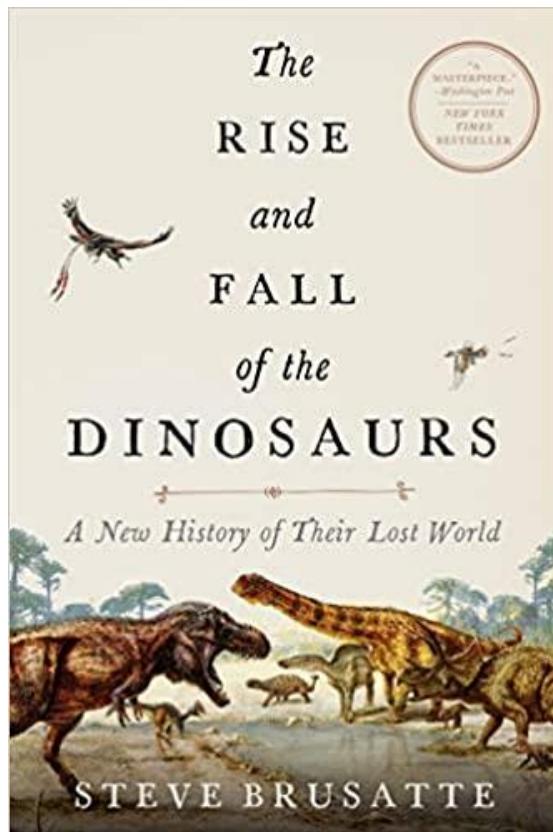
The Rise and Fall of the Dinosaurs: A New History of Their Lost World

Steve Brusatte

New York, NY: William Morrow, 2018

ISBN: 978-0-06-249042-1

404 pp.



It seems somewhat strange to imagine that it was not until the 1970s that evidence started being brought forward in earnest to demonstrate that birds are descendants of dinosaurs. That this must be the case seems to be a straightforward fact with which it is scarcely worth quibbling. The evidence is very clear, of dinosaur fossils gathered over the centuries demonstrating their evolution and the development of the characteristic feathers. Yet this realization, together with a number of others related to the realm of the dinosaurs, has only become apparent because of a revolution in scientific practice over the past 50 years. We are familiar with the idea of the dinosaur hunter carefully uncovering bones in a remote location and then also familiar with seeing those bones being displayed for inspection in a museum. What is less obvious, to the outside observer at least, is that bone collection has been successfully conducted for such a long time that museum warehouses became replete with them and, having been catalogued, they were subsequently mostly ignored. It was not until the advent of digitalization within scientific research that systematic mapping of the dinosaur world and quantitative analysis of different specimens could take place. Steve Brusatte, the author of this reasonably comprehensive and certainly very readable history of dinosaurs, chronicles his own contributions to this process using tools no more complex than Microsoft Excel. Using this program, he was able to create a database that captured on a systematic basis the various physical differences between similar species made possible by the personal inspection by the expert eye (his own). Having created the database,

Brusatte is able to pass it on to a statistician to conduct the analysis that demonstrates the nature of the relationships between the different specimens and, hence, their families. This is just one example of the bridge that the author represents between the heroic and not-so-heroic collectors of the past – for every idealistic dinosaur-lover there was a hard-eyed mercenary with a desire for the money offered by ambitious would-be owners unwilling to risk the travail – and the hyper-connected world of contemporary scientific research. He includes numerous character portraits of significant figures in dinosaur archaeology, often shown through the lens of a personal relationship, while acknowledging that while these people (and he includes himself in this category) are the real heroes, the value of their work can only really become evident through the efforts of the lab-based specialists. One might even represent this as a form of the ageing of the academic: the young researcher is dynamic and energetic and bounds from research site to research site, prominent in the field and making headlines; but as the academic ages and takes on the responsibilities of committee work, graduate students, public service and so on, that same dynamic figure spends time assimilating and reinvigorating the work of others, adding value to it no doubt but rarely able to return to the field and less able to contribute once there. The potential for mental disorder is obvious.

It is certainly ambitious to tell a 200 million years-long history within a single volume but it is one which Brusatte has managed well (although I find his use of Americanisms as a form of cultural reference somewhat provincial). He begins with the struggle with the Saurosuchids, the proto-crocodilians which seem to have been so successful that they have scarcely changed since. Then he moves on to the rise of the charismatic megafauna with which we are most familiar, the brontosaurus, the stegosaurus, triceratops and, above all, tyrannosaurus rex. In fact, this last-named was present only in the western part of North America (by the time they emerged the continents had settled down into the pattern we are accustomed to seeing today); in other parts of the world, alternative hierarchies of giant apex predators predominated. During this section, he is able to shine further insights that have been gained by recent scientific examination of the fossils, such as how some sauropods could become so big and that tyrannosaurus rex was a sprinter in its youth and a stocky heavy weight as an adult and compensated for this change by hunting in multi-generational packs. Further, these lizard kings were not stupid as they are sometimes criticized as being by those who confuse history with teleology; they were, instead, complex problem-solvers with a level of intelligence comparable to that of a chimpanzee. Not only that but it had rudimentary feathers – for warmth – which would go on to characterize the birds that are our companions today. The evolution of flight among the dinosaurs is another story within the overall history that is told with breathless excitement as important gaps in knowledge are in the process of being filled by an international partnership of dinosaur enthusiasts, professional and amateur. Brusatte's love of the subject provides an infectious and vicarious joy in the process.

If it had been possible, I would have liked to have seen some treatment of what took place in the oceans and rivers of the prehistoric world but I assume this would have increased the length of the book beyond what a non-specialist reader would consider feasible and, as a non-specialist, I have little idea of the relationships between land and sea in this respect. The book, in the edition I have, extends already to 404 pages and more than 50 of these are devoted to acknowledgements, a lengthy discussion of the sources and the index. There are no footnotes and a number of the dinosaurs included have only walk-on parts and it is not always obvious where new information about them might be found (of course the internet provides clues). However, these are minor concerns; this is a very good account of dinosaurs told in a way that draws the reader into the process of discovery and suggesting some of the reasons why the story is so exciting.

John Walsh, Kirk University

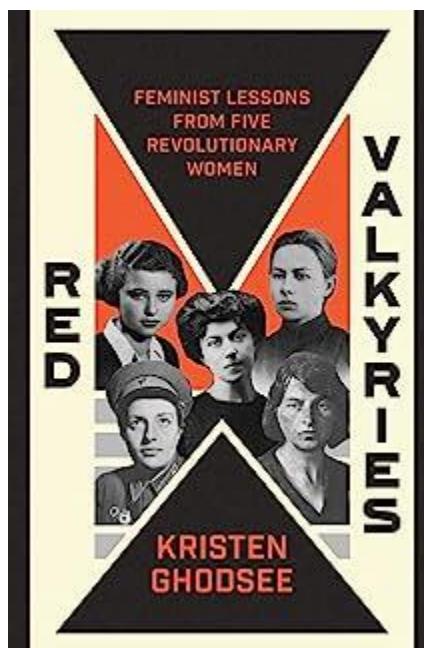
Red Valkyries: Feminist Lessons from Five Revolutionary Women

Kristen Ghodsee

London and New York, NY: Verso, 2022

ISBN: 978-1-83976-662-6

XVIII + 206 pp.



“Socialist women’s activists understand that capitalists benefited from women’s oppression and would therefore fiercely resist demands that might erode their profit margins (p.8).”

Kristen Ghodsee’s fascinating expositions of the lives and work of five socialist feminists makes the point that their examples have been consistently omitted from compendia of feminist thought. Western feminist thought, she argues, tends to focus on victories on the individual level. Socialist feminist thought, however, recognizes that capitalism is the real enemy and so equality will only be possible when it is replaced. Meanwhile, greater equity for women in the existing system can be achieved through “... the expansion of social safety nets in the short term and for a more just economic system in the long term (p.9).” It is, therefore, more convenient for corporations to protect their profits by hiring a few female executives rather than providing social services for all employees.

The five women portrayed are used to illustrate different aspects of the two approaches outlined above. The first, Lyudmila Pavlichenko, achieved fame as a sniper during WWII with hundreds of confirmed kills and a role as counter-sniper. Ghodsee compares her situation and the situation of other women in the Soviet army who, rather than being rejected from active service, were directed towards roles in which their physicality was not an important issue: pilots, parachutists, anti-aircraft gunners and snipers among them. This approach may have reinforced stereotypes of gender differences but it meant women progressed directly in the Red Army to an extent that was not matched in the USA military until 2015. The next woman considered is possibly the one best known in the west, Alexandra Kollontai. Ghodsee portrays her as groundbreaking in understanding the relationship between Russian patriarchy and emergent capitalism. Under a patriarchal system, domestic and reproductive labour tied women to the world of the household

and prevented them from contributing to society as a result. For this to change, it would be necessary to create a workers' state that would provide the necessary level of support for women and children so that the former could pursue their talents in the wider world. At the same time, she argued (through action as well as by word) that monogamous relationships, whether based on romance or not, could neither provide all the forms of personal interaction needed for a rounded life nor survive demands placed on them by social strictures enforcing such situations of isolation. Kollontai was able to introduce reforms in the nascent Communist state that helped to bring about such changes, although much was later lost under the Stalin regime, which is a recurring theme in the book. Ghodsee is convinced, nevertheless, that their efforts were worthwhile even if they have been largely ignored subsequently. Despite the terrible circumstances in which they were forced to struggle, "... their work lived on in the daily realities of hundreds of millions of lives, especially in the lives of women who had opportunities for education, professional training, and work experiences that their mothers and grandmothers had never dreamed could be possible (p.156)."

This success, relative though it may be, is further reinforced in the account of Nadezhda Krupskaya. In addition to her long-term relationship with Lenin, Krupskaya is significant as a reformer of Soviet education, even if she too had her reputation suppressed by Stalin as he sought to make himself appear the legitimate bearer of Lenin's legacy. She rejected all forms of bourgeois education as attempts to enforce conformity on young minds and suppress the possibility of dissent. Instead, she championed child-centric learning environments in which teachers facilitated the search for meaning and self-expression by individual workers. Her creation of the Komsomol and the Young Pioneers were attempts to create institutions that were deliberately established to promote those aims. As Ghodsee observes (p.92), whereas Kollontai supported socialized childcare so as to enhance women's interests, Krupskaya saw the benefit to the children themselves as well.

The fourth woman presented is Inessa Armand, who is shown as being greatly put upon by Lenin, who valued her organizational and presentational skills rather than her intellectual development. Armand's relationship to Lenin and indeed to Krupskaya has long been a matter of speculation and her lifestyle, similar in this regard to Kollontai, was a representation of a new way of considering personal relationships and a challenge to the patriarchy and its societal norms. In Ghodsee's telling, Armand was among the women who were able to begin creating the social networks necessary for equality as a result of the Civil War period following the Revolution, since everyone was needed to build the new society and "Patriarchal privilege was a small price to pay for the survival of the revolution (p.123)." Armand would have gone further, since she believed that the creation of the new person under socialism absolutely required the abolition of the old ways of enacting the family, domestic life, education and childbearing.

The final Valkyrie described was somewhat different from the others and had a personal relationship with the author. While the first four women had their lives reconstructed electronically during the COVID-19 lockdown period, the fifth, Elena Lagadinova, was a person with whom Ghodsee had reached an understanding through research interviewing over an extended period of time. She had spent some years in Lagadinova's native Bulgaria and an amusing sketch of her life there may be divined by some notes in the acknowledgements, in which her dogs play a prominent role. Lagadinova was a scientist and was drawn into a political role as a technocrat. However, she was well-versed in the needs of state-building in revolutionary times and was instrumental in devising a raft of policies that would help to increase the population rate at a moment when reduced fertility followed as a result of Bulgarian women being able to play an active role in the labour force. As ever, there was resistance and not all she wanted to bring to pass actually occurred. However, Ghodsee concludes, she was part of a group of women who, as previously mentioned, did make a difference.

This is a well-written book that unites history and ideology and is framed within an overarching argument. The five women chosen are, of course, not the only ones whose story deserves to be told and there was much more taking place in their lives than there is space to include in this book. Nevertheless, this is a valuable contribution to the creation of a genuinely international record of feminist thought and practice.

John Walsh, Krirk University

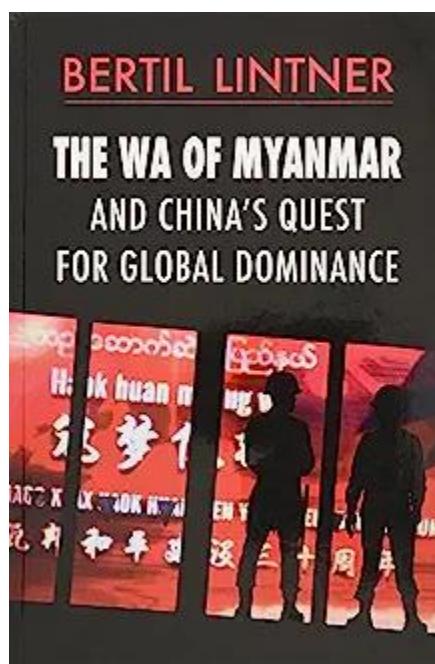
The Wa of Myanmar and China's Quest for Global Governance

Bertil Lintner

Chiang Mai: Silkworm Books, 2021

ISBN: 9-786162-151705

VIII + 272 pp.



The Wa of northern Myanmar and southwestern China are almost the very definition of those groups of upland mainland Southeast Asia that Scott (2011) considered to have lived beyond the reach of any state. During the colonial period, they were scarcely administered at all and maintained their own cultural traditions, notably the headhunting that was considered their main characteristic. Even today, when their ways of life have been brought into the mainstream experience of a developmental state and their economy burnished by Chinese mobile telecommunications, consumer goods and transportation infrastructure, they still make few interventions in discussions of other people, even in discussions of Myanmar. There are reasons for this beyond a desire to mind their own business: the geographical and climatological conditions that can be challenging to outsiders, the importance of the drugs trade in the region and the use of Wa territory by the Communist Party of Burma (CPB) and its Chinese sponsors. Author and journalist Bertil Lintner is the only outsider to have been able to penetrate the region when the CPB was at its most active and the history of that time and its various protagonists represents one of the most important contributions of this book. However, this is not the only thing that the book attempts to achieve – the second part of the title reveals the additional goal of the work. This is a little unfortunate in since the modern history of the

Wa people would have been sufficient contribution in its own right and, further, the title is misleading. There is no evidence presented that China is planning global dominance, although there is plenty of evidence that the country sees itself as playing an important role in keeping its southern neighbour in some kind of order. That this is required is apparent from the current situation, since the 2021 military coup has been followed by egregious attacks on civilians, including airstrikes, village eradication and widespread murder. The Peace Research Institute Oslo reports that more than 6,000 civilians had been killed in the 20 months since the coup (PRIO, 2023).

The country is effectively in a state of civil war, with the military forces of the government (*Tatmadaw*) fighting against all those ethnic groups who had previously pursued armed struggles for autonomy, as well as everyone else standing up to the barbarity and injustice. The United Wa State Army (UWSA) is one of these groups. With a fighting strength of more than 30,000 people, the UWSA is the dominant force in the territory and able to conduct most roles of governance without external involvement (Xian, 2022).

Chinese capital has helped to revolutionise the lives of Wa people in Myanmar and strengthen their connections with their cousins across the border. Not all forms of capitalist development have been beneficial. Lintner describes the city of Mong La (p.128) as having grown into a centre for gambling, prostitution, Transvestite shows (a detail mentioned twice) and the sale of endangered animal parts for medicinal purposes. These urban areas have sprung up from lands which had been run as opium production centres as a means of generating the revenue necessary for mounting an armed struggle. Although the opium fields have mostly been replaced by legal cash crops, the legacy of mobile networks and cross-border transactions has persisted and facilitates avoidance of scrutiny. These advantages have been used by the Wa to create their own independent and unified state, possibly for the first time in history.

Lintner writes well and in detail – thankfully, there is a glossary of acronyms and abbreviations at the end of the text as well as brief details of the lives of prominent figures, many of whom use multiple names. He is a journalist and so can be relied upon to provide a framework of understanding. His sympathies are clearly with the Wa people and he is, finally, dismissive of the role of the CPB in seeking to promote their interests through political revolution, describing the CPB as using the Wa as ‘cannon fodder’ (p.141) and speaking a language not comprehensible to them. This brings to an end the central part of the book, which is the most successful. The third part, which follows the historical overview and then the CPB period, takes a look at the bigger picture of China’s possible domination of the region. I would be curious to know whose idea this was – author, editor or someone else? In any case, the subject is too large for Lintner’s method of careful accumulation of facts. He mentions the Belt and Road Initiative but only really to point out that calling the routes Silk Roads is inaccurate (which hardly matters) but ignores other manifestations of Chinese soft power such as Confucius Institutes and commercial investment in other countries. The analysis lacks sharpness and the focus on the Wa dissipates. The conclusion to the book is, therefore, disappointing, which is a pity because there is much to recommend the first two thirds.

There is much going on in contemporary Myanmar to keep Lintner occupied and his reporting and knowledge are of great value in helping to understand what is going on there, particularly in the northern region which is more difficult to access. Let us hope that he is able to report on better news in the future.

John Walsh, Kirk University

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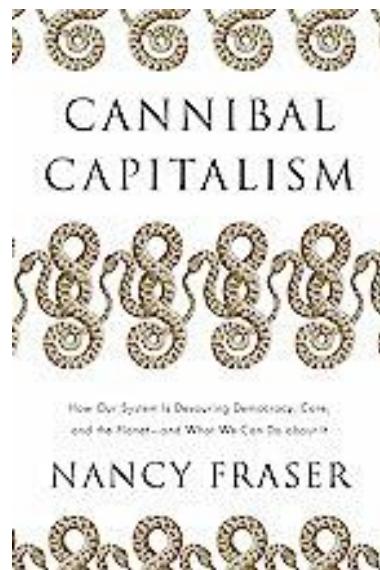
Cannibal Capitalism: How Our System Is Devouring Democracy, Care, and the Planet – and What We Can Do about It

Nancy Fraser

London and New York, NY: Verso, 2022

ISBN: 9-781839-761232

XVII + 190 pp.



Nancy Fraser has established herself as one of the principal leaders of feminist and intersectional thought, solidly based in Marxist theory, with a string of books and other publications that have appeared since the late 1980s. Here, in *Cannibal Capitalism*, she has created an overarching model of contemporary capitalism and pictured it, effectively, as a monster that is in the process of devouring democracy and, indeed, everything on earth. This means expanding the common conception of capitalism as residing within the economic dimension to one which incorporates "... *all* the oppressions, contradictions, and conflicts of the present conjuncture (p.xv)." This is achieved through understanding the role of gender and racial structuring, as well as the ecological dimension, as having been subordinated into the pre-eminent capitalist system, particularly that form which has been brought into being by neoliberalism (which she terms the age of 'corporate bingeing (p.xvi)').

Fraser describes the development of capitalism in these terms:

"... capitalism's history can ... be viewed as a sequence of socioecological regimes of accumulation, punctuated by regime-specific developmental crises, each of which is resolved

provisionally by the successor regime, which in due course generates a developmental crisis of its own (p.93)."

An example of how this has taken place is provided by the move from somatic to exosomatic economic regimes. Somatic systems depend on energy expended within the body (i.e. reliance on human and animal labour) and exosomatic on energy within machines, outside the body. With the invention of the coal-fired steam engine, British textile manufacturers moved their activities from places where hydropower could be found to urban areas, which were more convenient for the gathering of a labour force that could work and live in close proximity. The externalities of this production included the pollution of air and water systems in cities, which occurred simultaneously with the denuding of the countryside (p.97). This was the movement from Nature I (self-replenishing and mostly devoid of nature) to Nature II, which is a "construct of capitalism" and "Operationalized in the dynamic of capital accumulation (p.90)." More recently, we have entered into the age of Nature III, when the resources of the world are removed from the commons and placed under private ownership for the purpose of additional accumulation: from old-growth forests to monocultural plantations to bringing previously little-used land into intensive agriculture using genetically modified seeds and the risk of zoonotic disease.

A similar process brought about the racial and gender inequalities also very evident now. Once the possession of natural resources (i.e. Nature II) became the principal factor in determining continuing profit margins, then the rational response of the capitalist was to seize land overseas and then find ways to justify the expulsion of any people who might have been living there. This reprises Lenin's (1917) explanation and so is on good theoretical grounds. Thus were born ideologies such as nationalism, racism, xenophobia and so forth, which had not been necessary before. Gender relations are also brought into the genesis of capitalism not because of religious or philosophical reasons, although these subjects may be relied on to provide useful crutches for any discrimination. Instead, it is purely to do with the money: if it is widely held that women are inferior to men, then it is only reasonable that they should be paid less and that the extra-curricular work that they do (e.g. emotional, domestic and reproductive labour) be consigned to a subsidiary dimension of human activity because it does not directly relate to production and capital accumulation. Fraser is one of the scholars who have written about this elsewhere and here she incorporates into her argument the provision of care as an interpersonal relationship without which contemporary society would not be possible. She defines this set of activities as "social reproduction" and defines it as the "... energies needed to tend to families, maintain households, sustain communities, nourish friendships, build political networks, and forge solidarities (p.53)." In another review in this volume, I mention Alexandra Kollontai's belief that no single relationship can provide all the emotional needs necessary for the creation of a new and healthy society (Ghodsee, 2022:55). It is not surprising, therefore, that the corporate media and entertainment industry is so fixated on the monogamous romantic relationship and the fetishization of the nuclear family. Fraser's contention is that no society that cannibalizes its social reproductive work can survive for long. It is certainly true in the case of Britain, where the withdrawal of the state in the form of systematic austerity has led to what appears to be an imminent collapse of society and the birth of such monsters as Brexit.

Cannibalization is the culmination of Fraser's arguments and is the idea that capitalism, which is already self-evidently devouring the planet and all that live upon it, is also devouring all of our social and political institutions, including democracy. Neoliberalism has put markets at the centre of every transition and the ability to pay has supplanted any other consideration in terms of the distribution of resources (there are some exceptions to this in the form of government services but these are also in the process of being outsourced to private interests). This, as we see is a season of increasingly obvious climate emergency crises, is clearly unsustainable. Which brings us to the 'what should be done' chapter that it is customary to

find at the end of analytical books such as this one. In many cases, this concluding chapter can appear to be tacked on at the end just because it is customary to do so and the recommendations may only tangentially relate to the rest of the work. In this case, the organic development of the argument is matched by the rationality of the solutions, which largely relate to undoing what has been done. That is, not thinking to restrict our activities ‘merely’ to the economic dimension but to all those other areas which capitalism has incorporated into itself. Central to this will be what legal scholars call “redomaining,” which is “...redrawing the boundaries that demarcate societal arenas and deciding what to include within them (p.153).” This should be approached in a fully democratic manner. It is difficult to imagine how that might be phrased for a t-shirt.

Overall, this is a significant contribution to understanding the current situation, even if the trick, of course, is to change it. Fraser writes clearly and cogently and carefully tied together the different parts of her argument. The attempt to link oppression, discrimination and the logic of capitalist accumulation is, I think, a success and one well worth considering.

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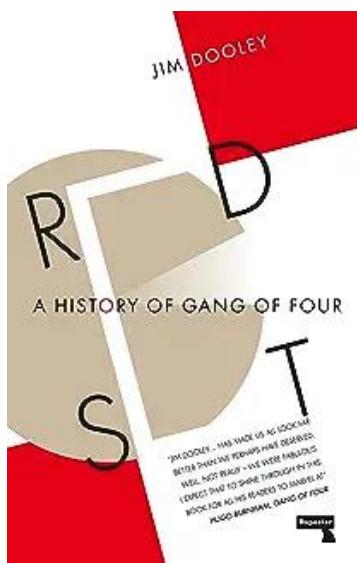
Red Set: A History of Gang of Four

Jim Dooley

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Gang of Four were a British post-punk band with a unique sound based on the democratic balancing of the four basic elements of drums, bass, guitar and voice. They rose to prominence with the 1979 album *Entertainment!* (which I played almost continuously on headphones as I revised for my O-levels the following year). The initial critical and popular acclaim was not matched by financial rewards and the group's subsequent progress – in albums from *Solid Gold* to *Shrinkwrapped* and then others with a new line-up – involved a musical and intellectual journey and a parallel course of trying to work out their relationship with their existing canon and whether that can be reused in ways that improve it in technical quality but also in a way that would make some money and support the band members as they pursue their various individual interests. Audiences who came to attend their legendarily high energy live performances were, after all, more than happy to witness recreations of old favourites, so why not new forms of old recordings? The fan automatically protests: the records are just that – records. They are records of how we were and what we were experiencing when we first or most intensively listened to them – if those were bad experiences, we would not still listen to the music. A live set, on the other hand, is an event, an occurrence, according to rock star philosopher Slavoj Zizek, which shatters ordinary life and re-frames the world. It should change and be mutable in the way that the permanent record should not.

This contradiction is one of many that characterize the work and career of Gang of Four (named, it is most likely – straight answers are avoided when there is a chance of achieving amusing ambivalence – after the political luminaries of the Maoist period who came to be charged with treasonous crimes during the Cultural Revolution). The contradictions are perhaps most fully expressed in vocalist John King's lyrics, which are often counter-pointed, call-and-response style, by guitarist Andy Gill and, occasionally, the other band members, Dave Allen on bass and Hugo Burnham on drums. The songs (and author Dooley generally does a good job in focusing on the better and more important ones) begin with the presentation of a persona who is stranded in a world not fully understood and then progress, by and large, to first person exposition with the same feeling. An early song, *Natural's Not in It*, which appears on *Entertainment!*, is identified as a key to understanding the dilemma the central figures inhabit: consumerist delights (e.g. recreational sex) are packaged and repackaged to “keep your interest” but there is still “no escape from society.” When did this become normal? We might wish to protest but we ourselves are complicit in this compromise: “Natural is not in it/Your relations are all power/We all have good intentions/But all with strings attached.” The songs on the album return to the idea of consumer as active protagonist in structuring the conditions of life. In *At Home He's a Tourist*, for example, the central figure (whose gender changes half way through the song) is clearly an agent in the production of the situation in which they are fundamentally alienated but which has been staged for their benefit. Attempts at transcendence or avoidance seem to be futile: “He fills his head with culture/He gives himself an ulcer.” A later song, from the album *Content*, *A Fruit Fly in the Beehive*, provides another way of looking at the same phenomenon. The fruit fly, *Drosophila*, is best known for its role as the recipient of scientific experimentation. It has, therefore, very limited agency over its own circular destiny. The bees, on the other hand, go out in the world to gather pollen and make honey – they sting anyone who gets in their way, they are the little kings of the air. Yet the bees themselves are drones, slaved to a queen whose visage they are unlikely ever to glimpse and subject to strictly regulated forms of behaviour that are neither spoken nor even written down but which are embedded in their own bodies and minds. Does even the queen have any real agency in this case or is she simply following the same rules as everyone else? Yet this all appears natural to those within the system.

It is notable that the band stopped including the lyrics after the first album so as not to privilege words above the music. After all, it is the music that is perhaps most notable on first listening to the band's work. As mentioned, the four parts are treated equally and this regularly means periods of silence from one part or another to give prominence to a new combination of the others. Burnham's drumming is deconstructed and without frills or paradiddles. A rhythm is established with works with Allen's increasingly funk-

inflected bass and then Gill's guitar acts in response to that and to King's voice. Sometimes they work together in a form of harmony (they did not really do harmony until later when backing singers were introduced to the complement) and sometimes they seem to be in conflict with each other. Gill developed a choppy, edgy sound with a minimum of effects that is described as "angular," "prowling," "howling," "menacing" and, most commonly, as being in a form of tension with the other band members. This effect is perhaps most notable in the live performances – Gang of Four maintained a relatively brief and stable set list for each set of dates but that gave some freedom to Gill, at least, to vary the timbre of performance of sections of songs as the mood struck. It is notable that the group would, at least in earlier times, plan the structure and lyrics of a song without even playing a single note. There is, then, tension inherent between structure and expression.

The early albums are followed by others which are less successful. The band is unlucky – they have two opportunities to appear on Top of the Pops and, thereby, greatly expand their presence and popularity but on both occasions their presence is denied. The first time, there is a row over the censoring of a single line in *At Home He's a Tourist* and the second time because the release of the somewhat satirical *I Love a Man in a Uniform* coincided with the invasion of the Falkland Islands. Arguments within the band continue and Allen and Burnham leave. Individual projects and collaborations with a widening circle of other performers are pursued. Critical acclaim persists, more or less and loyal crowds are ready to attend concerts in many parts of the world but commercial success never seems to come very close. The book ends with the band in a state of semi-retirement, In events after the book is concluded, there are continued disputes over the legacy of the band: Gill has continued playing, recording and performing with an all-new line-up and wants the later parts of the band's oeuvre to accorded similar status as the earlier part – the others disagree. Then, in 2020, Gill died, most likely from complications caused by COVID-19 and that seems likely to be that.

Author Jim Dooley is primarily a journalist and has diligently collected a number of personal interviews with band members and others over the years and supplements these with copious secondary literature. Much of the material was new to me, especially those parts relating to the later parts of the band's career and, following the death of John Peel, they did not receive much air time. The story is told quite well, although the book is not without its flaws and the attempt to place the band in the context of the times is limited. Dooley is assiduous in gathering and deploying useful critical references, including the Situationists, Raymond Williams, Herbert Marcuse and, of course, Marx. He dispels the occasionally voiced claim that the band were communists or, at least, humourless ideologues. They are people who lit up the world and made it a better place in which to live.

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