Conference Proceedings

INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE

Berlin, Germany
23 – 25 October, 2017

THE 2017 ICBTS

Conference Three Themes

The International Business Tourism and Applied Sciences Research Conference
The International Education Social Sciences and Humanities Research Conference

Conference Proceedings

INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE

Berlin, Germany
23 – 25 October, 2017

THE 2017 ICBTS

Organised by

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In Academic Scholars Cooperation with

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INTRODUCTION

We would like to welcome our colleagues to the International Business Tourism Transport Technology Social Sciences Humanities Education Research Conference. It is the seven series in 2016 of Conference on Business Tourism and Apply Sciences was held in Amsterdam. As always many members of the ICBTS 2016 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to November between Europe and the rest of the world is now well established. This year’s event in London (UK) Paris (France) Munich (Germany) Amsterdam (Netherlands) Boston (USA) Toronto (Canada) London (United Kingdom) Zurich (Switzerland) Berlin (Germany) Tokyo (Japan) and another continues with the cultural following the very successful and productive event held in London-Zurich in August 2016 in the field of various types for international academic research conference on Business Economics Social Sciences Humanities Education and Apply Sciences. As usual The ICBTS 2016 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2016 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is “Opportunities and Development of Global Business Economics Social Sciences Humanities and Education”. It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners alike. The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Tokyo represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business
- Management
- Marketing
- Accounting
- Financial
- Banking
- Economic
- Education
- Marketing
- Logistics Management
- Social Sciences
- Supply Chain management
- Industrial Management
- Information Technology
- Sciences Technology
- Transport and Traffic
- Tourism Strategic
- Tourism Management
- Tourism Marketing
- Tourism Development Policy and Planning
- Technology Application
- Communication and Sciences
- Humanities
- Health care Management
- Hospitality Management
- Hotel Management
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ICBTS Conference Center & CK Research Thailand
SPEAKER BACKGROUND

**Professor Dr. Ebrahim Soltani**

Prof. Dr. Ebrahim Soltani is a Professor of Business School at University of Kent Canterbury in England and he is Department Chair - Quality & Operations Management at Hamdan Bin Mohammed Smart University Dubai of United Arab Emirate. He was appointed associate professor in business management, total quality management, and operation management in 1989 at the University of Kent, he continued his research in the field of operation management, business management. He has published over 50 papers and reports in such journals as International Journal of Technology and Production Research. He supervised a considerable number of PhD theses and is a consultant on industrial and production industry in England and United Arab Emirate.

SPEAKER BACKGROUND

**Professor Dr. Kai Heuer**

Prof. Dr. Kai Heuer is full professor for business administration at the Business Faculty of Wismar University in Germany. Before, he served as a full professor at the Environmental Campus of Trier University of Applied Sciences. He studied business administration in Germany and the U.S.A. and holds an MBA and a doctoral degree. He has management experience from leading positions in different companies and as business consultant. His research areas are management accounting, organizational development, and international management where he has published numerous papers, reports and textbooks. He is the head of Master Program in Business at Wismar University and a member of the Schmalenbach-Society for Business Economics, Cologne; managing director of the Institute of Health-, Senior- and Social Management; and a former member of the board of the Centre for Aviation Law and Management.
Dr. Tariq Khan

Dr Tariq Khan is a Lecturer and Director of Postgraduate Programmes of Business School in Brunel University, Uxbridge, London, United Kingdom. He received his BEng in Aerospace Engineering from Kingston University, his MSc in Manufacturing Technology from University of Warwick, and his PhD in Intelligent Education Systems from University of Salford. He subsequently worked as a research associate in Heriot-Watt University Edinburgh and as a senior lecturer at London Metropolitan University. He has specialist teaching in Business Process Modelling, Web Programming, Software Engineering, Classical Logic, Human Computer Studies. He has Book and published over 20 papers and reports in such journals as Information Systems Evaluation and Integration (ISEing). He supervised a considerable number of PhD theses and is a consultant on business and supply chain and engineering industry in England and United Kingdom.

Dr. Chayanan Kerdpitak

Dr Chayanan Kerdpitak is a Lecturer and management committee of Doctor of Business Administration Programmes of College Management Innovation in Valaya Alongkorn Rajabhat University in Thailand and a management committee of CK Research Consultant in Bangkok. I was a Lecturer of Principle Marketing, Sales Management, Consumer Behavior, and Marketing Research at The Suan Dusit University in Thailand. She received a Ph.D. in the field of Business Logistics within Industrial at Ramkhamhaeng University, Thailand. She has published over 20 proceeding paper and some reports in such journals as International Journal Business and Economics Research. She has been a consultant on Import Automobile Industry from Germany for International Marketing and Marketing Research. Chayanan graduated a B.B.A and M.B.A in Business Administration from The Ramkhamhaeng University, Bangkok, Thailand (Major in Marketing).
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ACTING AS A TOOL TO EXPRESS POWER OF MEDIUM

Kusuma Teppharak

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ABSTRACT

This article is in the title of “acting” as a tool to express power of medium. Moreover, it is the documentary research with the objective to study the acting as a tool to express power of medium from the fan page of Royal maid Srisuwan Phiromphakdee. Similarly, it has the research steps; namely, studying from documents following by studying from social media and videos and using content analysis with arrangement and descriptive presentation. In addition, according to the outcome it was found as this following:

1. Tool expressing of the power comprising classifying into 1.1 Using of the power through verbal language in general words of medium and identity words to be used repetitively in the medium group and 1.2 Using of the power through non-verbal language with 7 attributes; namely, 1.2.1 face , 1.2.2 sights, 1.2.3 posture 1.2.4 areas for both positions and levels 1.2.5 distances 1.2.6 sound and 1.2.7 things.

2. Patterns of using the power. In this case, we will find the using of the power or showing of the power through the medium on 2 channels; namely, the aspiring person to receive the power through the medium in direct way which should reserve for the queue first before meeting and performing rituals. Then, after the meeting the participations would use the power as the above tools. On the same way, the medium may use the power in indirect way as well by allowing the teamwork to post the rituals clips on facebook. Thus, it can persuade people to believe in him or her after seeing the phenomena. However, the advantage is the belief through the rituals , but the disadvantage is the anti-power on social media. Therefore, the medium might judge on the discredit group of people that they shouldn’t be the one to care for. On the contrary, it is the personal belief, so the medium who performs good can take overlook to the disturbing ones. In addition, his or her other rituals can be broadcasted on facebook as well.

3. The outcome of using the power which can classify into 2 patterns; namely, people who believe in mystery for respecting and acting with the requirement of the medium. What’s more, on the fan page of the medium there are both of several friend people admiring for the medium and others to giggle him or her by viewing as the deceiving one. Therefore, according to the result on the fanpage of Royal maid Srisuwan Phiromphakdee it was found that the acting is the significant tool for building the confidence of the medium in doing rituals. Thus, it can increase for the power of communication and command the participations to perform with steps and faith in easier ways. Lastly, according to the suggestion of this research it involves with the presenting of people to develop their expression skills for performing to be the medium in acting. In this case, it includes with much variety on speaking in the dialogue and the expression on different faces with the expected emotions in each varied rituals. Thus, it includes with the practicing on the sound project or the building of the echo sound by themselves. Similarly, it can reduce for the usage of amplifier for giving more power on the god belief remaining inside the medium. As the result, this term can support the way to use the power to the participations and the members on the fan page of the medium in more increasing and effective way.

Keywords: Power, Medium, Acting, Tool, Express

INTRODUCTION

Originally, it was appeared as the power for the leader to act with the subordinate. However, nowadays the power is belonging to everyone. In addition, on the reference of Michel Foucault it refers to the concept idea of Theerayut Bunmee in A.D. 2008 to view that the power can be changed to be as another way without the certainty. Therefore, Foucault didn’t see the power as the concrete and normal thing or the
belonging of any people, any group, any class or any institute. On the contrast, it had been viewed as the techniques, the strategies or the tactics to be used to create the good social relationship. In this case, Foucault didn’t emphasized on the questioning about the power to belong with whom including of its origin. On the other hand, he emphasized on the questioning of the way to use the power in the pattern including of its techniques or its tools and its outcomes. Similarly, Foucault views for the two attributes of power; namely, the oppressive way and the supportive way no matter of the resistance and the giving of freedom with the destroying and the creation. Therefore, he views that it still has the relationship of the resistance power. However, everyone is always closed to the power in the case of being the users or the servicers alternatively.

OBJECTIVE

To study the acting as a tool to express power of medium retrieved from the fan page of Royal maid Srisuwan Phiromphakdee.

LITERATURE REVIEW

Drama seems like the media to bring the concept idea of creator to the audience. In addition, there are several of dramas in the world no matter of tragedy, comedy, melodrama, realist, surrealist and others, Chutima Maneewattana, A.D. 2007.

Sodsai Phanthumkomon (A.D.1988, page 3-4) claimed about the drama objectives in 3 levels:

1. Emotional level: it is believed that every pattern of drama or performing still has the objective to entertain people. Besides, most audiences requires to watch drama or the performing to make relaxation as well as making the good mood to be ready for live in their tough daily life which is called as the pleasure.

2. Brain level: apart from responding to the emotion drama or performing has the role as the brain food to the audiences in order to think and use the intelligence. Then, this brain level is not only to response to the emotion, drama or performing but it also has the role as the brain food to the audiences for thinking and using the intelligence. Therefore, the perceiving in this brain level can improve the intelligence of the audiences as another way.

3. Spirit level: the second objective is to give the value on spirit or the soul of human that is to enlighten the new experience for human to know and understand the world and the nature. Therefore, it is in the way of washing the soul to be pure. Similarly, the last step of perceiving is called as the way to bring the soul onto the audiences in the highest level.

In this case, it can represent to the tool for bringing the emotions, the feelings and the thoughts of the actors to the audiences, Treedaew Aphaiwong, A.D. 2008. However, in this day there are several influencing Medias to become as the communication tool for everyone increasingly. Thus, the word as actor isn’t limited in only television medias, movies or stage play only. On the other hand, everyone can be the performers in every time and one of this character is called as the medium with showing of the outstanding role for being the actor of belief or the leader in soul. Therefore, in this case it shouldn’t not only for hoping anyone to make the pleasure in this field, but it also aims to develop the intelligence and bring the souls of some people in the group to be as the targeted goal. As the result, in other words we might find this power hidden with these acting which the researcher will claim in the next section.

METHODOLOGY

This is called as the documentary research with the steps; namely, studying from documents, studying from fan page of Royal maid Srisuwan Phiromphakdee and using the content analysis with arrangement and descriptive presentation.
Besides, the group sampling is the medium of Phramae Srimahaumatheweechonburi. Similarly, the tool used to collect day is the note to be found from using the contents analysis retrieved from Fan page of Royal maid Srisuwan Phiromphakdee as well as the videos and camara to record the performing pictures of the medium in video.

OUTCOME

According to the outcome, it was found as this follows:

Acting as a tool to express power of medium

The researcher has noticed that “ghosts” on earth are either realistic or surrealistic or fantasy ghosts. The appearance of the ghosts will be at nighttime, which we will perceive them through direct or secondary experience from people’s telling. Another way in which they appear is through what we called “medium”. At present, mediums are increasingly coming into sight on social media, but we cannot tell if they have been dwelled by ghosts or gods, or not. The thing that they have in common is surrealism, beyond the expression by ordinary people. This is, in part, due to the wish to make it different between gods or ghosts and humans, so there is a difference in their expressions. The expression of the mediums has an objective to get across the meanings, wishes, emotions, and different personalities, which might finally bring to themselves the power.

If we apply the theory of Michel Foucault to the expression of power by mediums, the findings are as follows.

1/Tool of power expression

Normally, acting is the tool used by people to communicate thoughts, emotions, and feelings. But in this research, mediums use the acting as a tool to express power on the others.

1.1 The power expression through verbal languages

Means the power express through speeches which can be categorized into general words, repeatedly pronounced words used among mediums, and identity words. This can be detailed as follows

1.1.1 General words

The words repeatedly pronounced by mediums, which are known as mantras, similar those in Indian and are used in several rituals. This can create the beliefs in the mediums, as from Indian characters. As they would lose the credibility, if they carried out in Thai, which, in turn, forces them to use languages other than those communicated in daily life. And if the words sound meaningless, it signifies the deity, creating the common emotions more easily.

1.1.2 Identity words to create uniqueness

From the samples, including the medium of Goddess Sri Maha Uma Devi in Chonburi, it was found that the use of “Ong Nai”, a god dwelling in the mediums, is a way to express the special status. After the ritual is finished, the mediums will ask the attendees “how are you, sons or daughters?” The power that comes with the word “goddess” and the use of the words “sons or daughters” will make the attendees feel protected and cared for. The most frequently used questions are “can you feel the power?” and “how do you feel when you have you received my power?”. The words, “relieved” and “power received” are widely found as rhetoric to make attendees feel better as if there were a mother repelling bad things and boosting positive energy.

Besides, when an attendee answered the medium’s questions in a positive way, others would follow the path by repeating the same words, which were recorded on video and went viral on social media. If the mediums act such way, “Group think” will influence the attendees and bring about the common reactions. This can be classified as a persuasion technique which can finally make people believe.

1.2 The power expression through non-verbal languages

This can be thought of as vertical power usage. That is to say, the mediums as a deity can repel bad things or give a blessing. Non-verbal languages can be characterized as follows,
1.2.1 face
The mediums of Goddess Sri Maha Uma Devi often shows emotionless facial expression, but they will express a smiling face to differentiate what is before and after the ritual to reflect the different levels of powers in gods and just humans.

1.2.2 sights
The mediums will yield a friendly eyes. They would be dressed up to look like an Indian. Such looks will give attendees the sense of warmth, and protection, as given by mothers, making attendees believe more easily.

1.2.3 posture
The mediums will dance in Indian style with speeches as part of “Nadharaj” rituals to obtain the powers from “Ong Nai” by attendees. In addition to this, there is a hand coordination with the mediums to directly obtain powers to make it more intimate and experience body-to-body feeling in the same way as gods pointed finger to touch men.

The postures used by the mediums are both positive and negative. More often, they prefer positive postures, like smiling, extending powers, opening hands, but there are negative ones also as hands shutting mouth or feet shutting attendee’s mouth, which can be interpreted as impediments.

1.2.4 area in both positions and levels
The mediums often stand or sit at the ending position to give the attendees the farthest sight. And the position of the chairs are always above the attendees to reflect superiority.

The medium of the Goddess Sri Maha Uma Devi in Chonburi often sits in the luxurious sofa with red velvet and gold decorations, which gives the sense of luxury, power, and beauty. At the back was decorated with the Buddha’s image and goddess. The use of symbols enhances the deity status for themselves when the attendees look towards the bed.

1.2.5 distance
The mediums usually use intimate social distance to reiterate the mercy of the mother.

1.2.6 sound
More often, the mediums use musical instruments called “Trae” like horns and “Ranard” like xylophone to build the sacredness. The medium of Goddess Sri Maha Uma Devi in Chonburi uses trae as a way to create sacredness and Indian songs in the dancing rituals to obtain power as a way of entertaining to feel released and be into the roles of participants while in rituals.

1.2.7 objects
The mediums mostly use flowers for lucks and belief that The life will be more better when offering such beautiful things. The medium of goddess Sri Maha Uma Devi in Chonburi often uses the tray with pedestal, made from banana leaves, with lotus on the top, and tosses the Marigold’s petals. for luck and prosperity. Pouring the holy water and milk is believed to be a way to obtain the power. Most of the famous mediums coming from India will use milk in rituals.

Besides, in the rituals, the mediums will use wireless microphones to recite and confirm the ritual’s procedures. The combination of belief and technology could decrease the credibility among attendees. But surrealism makes anything possible. The attendees need to dress up in traditional Indian style in order to participate in the rituals. The dressing up process helps facilitate the role performance. In rituals of high importance, there will be a red carpet on the floor as a walking path of the mediums. A big wand and head decorations, all are to enhance the deity status which is far different from the ordinary people.

Considering the three levels of aims in drama, we will find that at the fundamental level which is about entertaining, the mediums have reached this target, whether in terms of clothes, music, dancing, and rituals. On the higher level which is cognitive, we will notice that at the end of the ritual comes the teachings.
in Buddhism. The highest aim is catharsis as can be noticed from the questions like “did you obtain power?” or “did you feel relieved?” to induce positive cognition in participants.

2. The ways of power expression

As the mediums use Facebook to manifest miracles, we will often find that they exert the power through two channels which are direct and those seeking power from the mediums. The latter need to queue up to make an appointment, so they can perform the ritual. The Facebook will be utilized with the attendees directly and indirectly by downloading clips to persuade people to believe in miracles and see the good in the rituals.

As for the opponents, they are dismissed by the mediums and the latter advise those followers to proceed with good deeds, however the Facebook is still in use to broadcast the rituals.

3. Outcome of using the power

There are those who believe in superstitions and follow whatever the mediums need. In the fan page, there will be followers as friends. And those who do not believe in such things will think of them as ridiculous and deceptive.

In conclusion, the acting is a tool to enhance the credibility in the mediums carrying out the rituals so as to increase the communication power and order the attendees to follow the procedures more easily.

Normally, the mediums perform in different ways, but the medium of the Goddess Sri Maha Uma Devi in Chonburi, who is very famous currently, will express in more merciful way when compared with others often expressing ferociously. This medium stresses the positive energy to make the attendees follow more easily. But in the rituals of high importance, the elements are quite complete in terms of performance, acting, dancing, reciting, melodies, changing clothes, and setting, all of which are matching and making the beliefs stronger.

The suggestions would be developing the skills in expression to be more realistic, as more varieties of speeches and facial expressions to meet the aims of the rituals and an increase in vibrant voice by the mediums to reduce the use of loud speakers which will decrease the beliefs in the deity dwelling in the mediums.

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