

附錄 4-3-1: 英文系日間學士班：學生專題論文成果一覽表

Junior SOAP & RP Convention records

Fall 2007: SOAP

	Title	Presenters
Group A	The Social and Psychological Motivations and Phenomenon of Plastic Surgeries among coeds	Pearl Su, Shannon Tsai, Rebecca Cheng, Crystal Kuo
	The influences of direct-sale upon Taiwanese college students	Julia Chien, Sunny Chang, Rose Hung, Peter Chen
	Prohibition of Smoking on College Campuses: Taking Fu Jen Catholic University as an Example	Joey Zheng, Barry Yao, Erica Shih, Allen Huang
	How reality shows (America's Next Top Model) influence on viewers' perception on the profession of modeling?	Lynn Wan, Lugi Lu, Nadia Li, Nina Li
Group B	Prejudice of fat women in Taipei	Alien Wang, Hughes Tseng, Tiffany Wei, Angela Wang
	Foreign bride's impacts on their children's education	Hank Yen, Jacy Wu, Cathy Hong, Hedy Liu, Skip Lai
	FJU's Student Union: Is it effective and useful for the students?	Julie Chen, Claire Tzeng, Patty Yang, Elyse Lin
	How female college students are dressed on different campuses: conservative vs. sexy.	Emma Liu, Polly Hsu, Tiffany Lee
Group C	Patriotism on the Field: Chien-ming Wang's Effects	Nikie Hsieh, Miya Chuang, Frank Hsu, Frances Lin
	Name Brand Worship	Evelyn Lee, Michael Sim, Shelly Hsiao, Steven Wang
	The Causes and Effects of "Indoor Boys"	Winnie Liu, Nicola Sio, Tia Chuang, Jo Lee
	The Effects of Mass Media on College Students' Exaggerated Concern with Appearance	Rita Lin, Christine Tsai, Katie Ye, Lily Tung
Group D	The Role of Internet (BBS, Wretch's blogs and Youtube) in Starlight Gang Phenomenon	Didier Huang, Phoebe Wo, Tina Shen, Diane Hsu
	FJU's English and Psychology Department's habit of reading newspaper	Julia Kao, Andy Lee, Terence Tseng
	Switching your Major? FJU English Department Students' Choice of Graduate School Major not Directly Related to English Studies.	Alice Chu, Bonnie, Lori, Yuffie
	FJU's English and Textile Department students' habit of using credit card(s).	Dennis Lu, Hannah Lin, Jamie Wang, Sonia Chen
Group E	Work and Travel Abroad	Celin Huang, Effie Ko, Vicky Chuang, Vicky Wei
	The Influence of Makeup: A Study on College Girls at FJU	Karen Huang, Mandy Liao, Sara Huang, Tracy Chang
	The Causes and Effects of "Indoor Boys"	Alice Chen, Judy Liang, Molly Chang, Stacy Lin
	Do members in FJU English Department have enough sleep?	Veronika Kuo, Jennifer Wei, Claudia Tseng

Spring 2008: RP Convention

Day 1: May 27

Classroom: LA204

Presenter	Section	Title/Abstract
Joey, Cheng	A	<p>"Case Study on IKEA: Change of Business Strategy, Culture and Style"</p> <p>IKEA, the world largest furniture retailer has set its foot into</p>

		Taiwan for more than a decade. The case study of IKEA in the paper illustrates the phenomenon that the Swedish culture and style of IKEA is subconsciously and slowly changing Taiwanese aesthetics towards furniture. Moreover, the success of IKEA also brings in a whole new business strategy which could hardly be found in modern business field. The research results by methods of literary reviews, interviews and field investigation show that; the IKEA impact will bring up a future trend that customers emphasize furniture's design over its function. In addition, many industries will also seek additional value of the products by attracting more customers' participation
Bonnie Huang	D	<p>“The Electronic Promotion of National Palace Museum.”</p> <p>The purpose of the research is to understand the utilization of digital technologies to marketing strategies of the National Palace Museum (NPM) which is an access for the public to Chinese culture. The museum provides the society with various functions, including preserving, studying, and studying. The marketing strategies of the museum help the museum get the attention from the public and keep the museum's functions used by them. Since the society does not keep the same, the marketing strategy has to be transformed with change of the environment. The transformation of the society reflects the change of our society. NPM has utilized the digital technologies to the marketing, because the technology has been a part of life in Taiwan. Through digital promotion, NPM intends to create the sense of fashion in the museum and to attract people to the museum. Digital promotion is expected to improve the image of archive and make the museum close to life. Introduction of digital promotion of the museum is presented in the research. In addition, the result of the program is also evaluated to prove whether the utilization of technologies does meet the expectation of NPM.</p>
Wei, Jennifer	E	<p>“Ideology or Real Value? A Study of Meaning Derived from Celebrity Endorsement and Product Design?”</p> <p>This paper discusses the values of using celebrity endorsement in advertising and the aesthetics value in products to show how consumers seek “identity” from the meaning they consume. McCracken's Meaning Transfer Model is applied to a series of advertisements to explain how meaning moves from celebrity to consumers. Braudrillard's theory of ideology in consumption is also included to examine the validity of the view that regards meaning as deception. Analysis shows that celebrity and aesthetics not only helps to promote products to be top-sellers but also invokes positive responses from meaning-seeking and meaning-constructing individuals.</p>
Lu, Dennis	D	<p>“Guggenheim Museum Bilbao: Construction Through Deconstructivism.”</p> <p>Frank O. Gehry, the architect of the Guggenheim Museum Bilbao, first deconstructs the Modernist concepts of buildings by challenging the exterior design, circulation flow, as well as making eclectic use of building materials and building technologies, and then reconstructs its connections with the city's history, culture and its future in the science age with its metaphoric languages in both exterior design and interior spatial arrangements. The most constructive of the museum, finally, lies in the practical functions it serves in providing spaces of exhibition to both traditional and contemporary art works and even large size experimental installation arts.</p> <p>Related websites: http://jsaw.lib.lehigh.edu/viewarticle.php?id=117&layout=html http://www.jya.com/bilbao.htm</p>

Classroom: LB301

Presenter	Section	Title/Abstract
Wang, Jamie	D	<p>“Fast Equals Right? The Use of SNG by CTN (中天) and ETTN (東森).”</p> <p>Over the 13 years since SNG was introduced to Taiwan, whether or not viewers need to know every event immediately has often been questioned; the TV companies, however, keep purchasing more and more SNG equipments. This paper records the evening news programs of the two companies with the most SNG equipments, with two self-regulating rules from the journalist’s associations, to examine the frequency and the use of SNG, and to discuss the problems.</p>
Didier, Huang	D	<p>“Talk to Her: The Movie Where Lover’s Discourse and Dance Encounter.”</p> <p>Using Roland Barthes’ concept of lover’s discourse as a dance performance with the lover-dancer’s “outbursts” of fragmentary discourses frozen in mid-air, meeting and missing one another’s, this paper examines the issue of human communication in Pedro Almodovar’s Talk to Her as is presented through both the dances and the characters’ communication. The “dance” of lovers is not the graceful ballet dance supported by linear plot, but the postmodern dance such as Pina Bausch’s. The film uses two of Pina Bausch’s dance pieces at its beginning and ending to embody in dance forms the main theme of the efforts the lovers made at communication despite its difficulties and the lovers’ personal trauma and sense of isolation delineated through the film’s plotlines.</p>
Chuang, Tia	C	<p>"Crouching Tigers, Hidden Dragons."</p> <p>Chindia, a new portmanteau marketing term referring to China and India in general, is named as the highest potential growth market nowadays. The rapid growing of Chindia strong influences and reshapes the global economy. Since Taiwan is in an economic transition period, the rising of Chindia affects Taiwan’s economy deeply; however, as long as Taiwan can shift its industrial sector from traditional intensive industry to sophisticated industry, improve service quality and develop new industries, Taiwan’s economic prospects are still promising.</p>

Classroom: LB001

Presenter	Section	Title/Abstract
Wang, Angela	B	<p>“Factors effecting customers’ consuming behaviors”</p> <p>The “imagery of customers” is one of the vital factors that arouse and influence customers’ purchase desire and their choices of products. This paper focuses on two certain images, the brand image and the image of the originality of product. A questionnaire is designed and administrated to help comparing which of them has greater influence or is the greater concern for customers while choosing products. Also, this paper will point out some common tricks on how businessmen use these two `images in selling products. This presentation will analyze these two images and remind the customers that they should beware and observe the products with caution instead of trusting the information provided by the products blindly.</p> <p>Notes: 1. http://www.brandhk.gov.hk/brandhk/cresea3.htm#hk</p>
Shen, Tina	D	<p>Package Design and Consumer Choice: Some Example of Western Bridal Cake”</p> <p>The function of package design is not just to cover the product, but, more importantly, to attract consumers attention and stimulate the sale. Bridal cake is one of the industries which put much emphasis</p>

		on package design thus becomes an explicit product and attracts customers' high involvement. Though the products look attractive, it seems those companies blurs the main part of the product, the provisions inside. With the support of both commercial analysis and survey results, this paper argues that most bridal cakes are over-packaged, which distract consumers' proper judgment.
Huang, Sara	E	<p>"The Century of iPod—Reasons of iPod's Popularity in Taiwan."</p> <p>This paper aims at finding out the reasons that brought iPod a great performance in Taiwan. The research obtained data through a questionnaire distributed to 84 university students in Taiwan, 12 in-depth interviews with iPod users on campus, and several theoretical essays. The close analysis shows that iPod's success mainly lies in aesthetic design, followed by a innovative function and the brand image, which are the major reasons that resulted in purchase intention.</p> <p>1. Related websites: http://www.apple.com/pr/library/2007/04/09ipod.html</p>
Chen, Peter	A	

Classroom: LA211

Presenter	Section	Title/Abstract
Lee, Tiffany	B	
Yang, Patty	B	<p>"Successful Marketing Strategy for Selling Beverage."</p> <p>People in Taiwan rely very much on beverage and it happens especially during summer time. This phenomenon led to the beverage store mushroom in almost every street of our city and even countryside. However, among all kinds of beverage stores, only some of the stores can attract large number of customers and become famous. From my research, I would like to find out the possible reasons for beverage shops to be successful. I will use Chin Shing (清心福全冷飲站) as a successful model. A company should adapt the 4Ps strategies during their preparation period before they open for business.</p> <p>Related websites: http://www.chingshin.tw/about-chingshin/c-3.html</p>
Tseng, Claudia		<p>"When Troubles are Favored in Celebrity Endorsement: A Case Study of Kate Moss"</p> <p>In recent years, Chein Ming Wang could gradually play well in MLB (Major League Baseball), and many players who played for minor league in U.S. also emerged in the international games. Moreover, after gambling issues of Taiwan's professional baseball league, CPBL (Chinese Professional Baseball League) seems hard to recover. Therefore, most the outstanding baseball players of young generation like to choose sign with American baseball teams. In this paper, I will show the reasons that young players give up opportunities to play professional baseball in Taiwan and go to the U.S. to play.</p>
Liu, Winnie	D	<p>"How Does Mass Media Reinforce Our Opinions on Homosexuality?"</p> <p>In this paper, I would like to discuss the influence of mass media on peoples' opinions about homosexuality. There are many people who hold negative viewpoints about homosexuality. In this paper, I will argue that the mass media reinforce people's negative viewpoints about homosexuality, and I will also discuss where people get impressions of homosexuality and how people hold negative viewpoints about homosexuality.</p>

Classroom: LB306

Presenter	Section	Title/Abstract
Tseng, Terence	D	<p>Slogan Says So." Slogan is always the key point of an advertisement, arousing target consumers' desire to buy or, without buying, to remember the slogan. How does this work and what types of slogan attract college students the most? In this paper, I will present the results of a survey on the taste of college students (a group of 18-20 years old), and argue that while the rhetorical and emotional slogans are equally welcome, the emotional ones are arouse more students' desire to buy.</p>
Lee, Andy	D	<p>"Customer-Oriented Marketing and Product Positioning: Macbook as an Example." After the ten-year recession, recently, Apple's computer business regains visibility and the public's attention though its computer and operating system now has a minority market share. The critical success factor lies in the simplicity of Macbook and its OS and its customer-driven marketing. Therefore, this paper analyzes Macbook's product-positioning strategies and argues that its customer-oriented approach id a key factor of its success. A survey is done of the PC and Mac customers to understand the degree of customer satisfaction between the two major computer users. Notes : 1. Related websites: http://www.marketingapple.com/ Key words: customer-orientation, positioning, customization, comparative advantage</p>
Wei, Vicky	E	<p>"Differentiation Strategy--- The More Aggressive Marketing Strategy." This paper studies the differentiation strategy of local specialty food market. The leading corporation of the soft peanut candy, LungChing, produced in Lungtan, Taoyuan County is used as a case study. A survey is also conducted among college students to examine the correspondence between theory and consumer preference. Results show that the marketing strategy of local specialty food depends mainly on word-of-mouth. Yet, the word-of-mouth strategy limits the extension of regional brands. The differentiation strategy, by contrast, succeeds in conveying a sense of uniqueness to the customers and thus, stands out itself from other local brands of the same products.</p>
Sim, Mike	C	<p>"Media as a Watchdog: Nixon and the Watergate" Richard Nixon, the 37th President of the United States of America molded America politics, altered the global balance of power and became a symbol for those seeking both good and evil, brilliance and deceit, was not remembered for his achievements and contributions he accomplished as a leader of a free nation, but rather the embarrassing events surrounding the Watergate scandal that eventually led to his resignation in 1974. Many blamed the media for Nixon's downfall; others claimed that it was essential for the government to be responsible to its people via the press. This essay will argue that the exposure of the Watergate cover-up by Washington Post reporters Carl Bernstein and Bob Woodward is seen as proof that the press acts as watchdog on democracy.</p>

Day 2: May 30

Classroom: LA204

Presenter	Section	Title/Abstract
Chuang, Miya	C	" Stereotype in Hollywood: The Memoir of Geisha."

		Hollywood is the most popular and productive region in movie industry. They include all kinds of topic for their movie and recently, they also presented a lot of Asian Movie. However, movie is still an entertaining industry. Therefore, the movie they present still contains a lot of stereotype and they will add their own culture in it to make the movie more entertaining. The movie “Memoirs of a Geisha” is a good example for containing the wrong concept of geisha and strange settings in the movie.
Chen, Sonia	D	" Creative and unconventional teaching methods in three films: Take the Lead, Freedom Writer and The Ron Clark Story" As white teachers facing a group of colored disadvantaged students, Pierre Dulaine, Erin Gruwell and Ron Clark use some creative and unconventional teaching methods to help not only bridge the racial and class gaps in between but elicit the students’ interests in learning.
Hung, Cathy	B	"College Students Don’t Really Know About Breakfast." As the old saying goes, “Breakfast is the most important meal of a day,” it can not only do us good in the physiological aspect but also have many effects in the psychological aspect. But according to questionnaire sets I’ve collected among college students, most of them don’t really know about the benefits of eating breakfast. In my research paper, I would like to discuss on the wrong myths of breakfast and show you the advantages brought by breakfast as well.
Tham, Yuffie	D	“The Connections between Humans and Ghosts in Grandma and Her Ghosts and Spirited Away.” Many horror movies give us a sense that ghosts are scary, vengeful and even evil, while some romances present ghosts as keeping their loving attachment to the living. Grandma and Her Ghosts and Spirited Away, however, present how ghosts and spirits are not terrifying or romantic, but a part of human society reflective of human nature. To illustrate such close connections between the ghosts and the humans in the two films, this paper analyzes how the films present their interactions through Taiwanese and Japanese rituals, ESP and bodily transformation to ultimately use the ghosts to reflect human nature and stimulate the child protagonists to grow.

Classroom: SF901

Presenter	Section	Title/Abstract
Chen, Alice	E	“An Uncut Gem Goes not Sparkle? Discipline in “The Piano Teacher.” This paper analyzes Erika Kohut’s abnormal behaviors and the relationships she has with her mother and students in the film “The Piano Teacher” with Michel Foucault’s theory of discipline. The important elements of discipline, such as enclosure” and a strict time-table, are used to explain the mother-daughter and teacher-student relationships in the film. The similarities and differences between the three parallel relationships are provided. Freud’s theory of masochism is used to explain why Erika acts the way she does as well. The paper also points out that Foucault’s theory of discipline is not appropriate for the society, for it destroys the trust between each human being and allows no room for each individual.
Huang, Celin	E	“The Revaluation of Conventional Role of Diploma.” The fascination with diploma has come a long way in Chinese culture. However, diploma is not the only factor that leads to high salary. This paper focuses on the Fu Jen English Department. Interviews are conducted to find out the main purpose in the pursuit of diploma and to examine how students prepare themselves for

		their future career. The findings show that certifications and experiences are equally important at the workplace and that graduation and diploma do not mean end of learning.
Ko, Effie	E	<p>“Mother Tongue Beats None?--The Role of First Language in EFL Classrooms”</p> <p>To find out the edge of non-native English teachers in the EFL context, this research paper examines the role of the first language in foreign language classrooms. In Shane English School, the distinction responsibility between native English teachers and teaching assistants (native Chinese speakers) is clear, which makes it obvious to notice when and where Chinese is used during class. The analysis of observation suggests the lower the level of English learning, the more needs of first language use, especially in light of affective support for studies show that foreign language anxiety have negative effects on the language learning process.</p>
Wu, Jacy	B	<p>"Do Students in Fu Jen have difficulty in Saving Money?"</p> <p>This paper is going to discuss the difficulties that Fu Jen students face in saving money. It will talk about how college students spend their money and the reasons affecting their consuming behaviors which finally led them to the difficulties in saving money. Data were collected through questionnaires and analyzed for discussion.</p>

Classroom: LB301

Presenter	Section	Title/Abstract
Hsiao, Shelly	C	<p>“Taiwanese Children Don’t Have Enough Motivation to Learn English.”</p> <p>In Taiwanese elementary schools, students are required to learn English from as early as third grade. But most students do not understand why they have to learn English. In this paper a study is done with Taiwanese parents, the students’ environment, and the school. Some proposal is made as to how the students’ motivation can be boosted according to the system.</p>
Liang, Judy	E	<p>“Methodology of Tutoring Reading in Fu Jen English Department.”</p> <p>This paper focuses on how to enhance ESL reading ability by teaching them top-down approaches. From 80 questionnaire collected from the students in the Fu Jen English Department who work as tutors, bottom-up, top-down and interactive approaches are identified as the most common method to teach reading. Psycholinguists and psychologists in the past tended to be in favor of the bottom-up approach because they thought that poor readers lack the necessary vocabulary level. However, word recognition is not equal to reading comprehension. Reading ability requires that readers use reading skills to comprehend what they read in the text. Therefore, top-down approaches are more advisable.</p>
Sio, Nicola	C	<p>" Modern Education in Elementary School: Computer Assisted education in Teaching and Learning"</p> <p>In the recent years, computer teaching is a new trend in school education. Even in elementary school, more and more teachers suggest students use computer as a learning tool because of its teaching efficiency. However, since network is more developed, students can receive misinformation via internet; in the unsafe media world, the way children’s use of computer is important for educators to be aware. This research is mainly aimed at children’s attitude and their cognition in computer learning, and has examined the effects of computers on children’s learning development. Through the investigation of children’s learning through computers, we would understand the relationship between young children and computers.</p>

Classroom: LB301

Presenter	Section	Title/Abstract
Li, Nina	A	<p>“Application of Weblogs in English Teaching.”</p> <p>Weblogs were already very popular by the end of 2004, which Merriam-Webster dictionary chose it as its “Word of the Year”. With regard to English teachers, weblogs could be a promising tool to record their teaching process, share teaching ideas, and learn experience from other teachers. Weblogs could as well provide a personal space to share their lives. However, this paper argues that weblogs can not really provide a collaborative space between students and teachers, and can not be a practical tool for English learners. The discussion will base on questionnaire responses from English teachers and students and the studies on the application of weblogs in English teaching.</p>
Wo, Phoebe	D	<p>“From Technology to Ethic: An Evaluation of “Life and Ethics in Science and Technology” in Two Textbooks”</p> <p>As the Senior High School New Curriculum has started to be instituted since 2006, Life Education becomes a required elective course in the coming academic year in Taiwan, and, therefore, in order for this newly required course to be conducted successfully, textbook plays an important role. Through comparing one chapter in the two Life Education textbooks, this paper argues that the recent one—Live a Wonderful Life: Introduction to Life Education—is more attractive in design and more updated in topic and material selection, and stimulating in layout design. However, to keep the textbooks interesting and relevant to students, this paper also concludes with elements that an ideal textbook should be equipped.</p>
Chang, Tracy	E	<p>“STAD- An Efficient Grouping Method in Taiwan's High School English Classroom.”</p> <p>This paper introduces a collaborative teaching method named Student Teams-Achievement Divisions (STAD) and proposes it as an effective solution to many grouping problems in Taiwan’s senior high school English classrooms. Questionnaires were distributed to high school English teachers with follow-up interviews. The results show, whether the teacher use grouping or not, they share similar problems and concerns. Examples of successful classroom applications will be cited to illustrate how STAD could help solve most of these problems.</p>
Chang, Chia Yu	D	<p>“Implementation of Communicative Language Teaching in the Nine-Year Integrated Curriculum-A Case Study of Two English Classes of Lieh-Yu Junior High School”</p> <p>The Nine-Year Integrated Curriculum of English teaching of junior high school adopts a new approach: Communicative Language Teaching. This approach is difficult to carry out, but not impossible. Through closely examining two English classes of Lieh-Yu Junior High School, I’ve found the relative success of one class over the other in terms of classroom atmosphere and student interest, if not in learning results. Based on classroom observation, questionnaire and interview of the two teachers, this paper argues that implementing the communicative approach in junior high schools of Kinmen is possible and can be effective; however, not only teachers but also the school must make some adjustments in providing an optimal environment for students to learn and use their language not for getting good grades, but for communication.</p>

Classroom: LB306

Presenter	Section	Title/Abstract
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Lin, Rita	C	<p>“Social Causes of the Gender Difference in Choice of Majors.” This paper proposes the main causes of the gender difference in college students’ majors in current Taiwan society. A survey conducted with questionnaire written by 120 college students of Fu-jen University. Official statistics, academic articles and literature review are referenced in this research paper to account for the phenomenon and the main causes. In this research paper, the author argues that the main causes of the gender difference in college students’ majors in Taiwan is social gender stereotypical pressure.</p>
Liao, Mandy	E	<p>“Learning Motivation and Tasks to Promote Motivation: A Study on Non-English Majors in an English Speaking Class.” This paper examines learning motivation of non-English majors in an English oral training class. Questionnaire results showed that the students had different motivations toward learning spoken English, which influence their performance in class. Gardner and Lambert’s motivational theories in second-language acquisition are then applied to identify motivation types and help design corresponding tasks to promote learning. Analysis of questionnaire results revealed that students in this English oral training class are more instrumental motivated rather than integrative motivated. According to the students’ motivation, tasks based on problem solving are designed to enhance students’ English speaking ability.</p>
Wei, Tiffany	B	<p>“The Myth of All-English Kindergarten in Taiwan.” It’s a common myth that many parents like to send their children to the all-English kindergarten in order to acquire English as early as possible. However, they do not know the all-English kindergarten is actually illegal in Taiwan for the all-English environment may interfere with children’s primary education on many aspects. Therefore, parents should beware of choosing the most essential education environment for their children. The all-English kindergarten would not be a proper choice for kids because of its negative influences toward kids’ physical and psychology development. In this paper, I would talk about the misconception and negative influence of the all-English kindergarten.</p>
Cheng, Rebecca	A	<p>“Love Against All Odds: Long-Distance Dating Relationships among College Students.” This paper argues that despite the general pessimism of “long-distance relationships hardly work”, personal factors, rather than geographical distance, are the determining key to the success of a long-distance dating relationship. Moreover, while relational problems caused by personal factors are relatively complicated to solve, there are, in fact, simple techniques for couples to achieve relational closeness when they are physically apart. In this paper, the author seeks to identify the difficulties caused by “distance”, and through analyzing questionnaires, interviews and contemporary literature, come up with solutions and suggestions to give to college students who are involved in a long-distance dating relationship.</p>

Day 3: June 3

Classroom: LA204

Presenter	Section	Title/Abstract
Hsieh, Nikie	C	<p>“Rock and Roll, the Most Authentic Voice” Far beyond a kind of music style, rock and roll actually represents an attitude and provides a new way of thinking. As a kind of youth subcultures, Rock ‘n ‘Roll was often thought of as the most authentic way to express anger and a symbol of rebellion for teenagers. The massive popularity and worldwide scope of rock and roll resulted in an unprecedented level of social impact. In fact,</p>

		Rock music as a social activism has its possibilities and limits. The power of rock and roll reached its climax during the 60s and 70s. However, as rock music became increasingly accepted, it lost much of the rebelliousness that had originally given it its power.
Lin, Frances	C	“Music Therapy—An Efficient Cure for Stress” This paper will argue that music therapy is an efficient way for curing and relieving stress. The content will first give a brief introduction of what stress is and then what music therapy is. After helping audience get the basic understanding of these two things, I will then start to focus on discussing why music therapy is an effective way to relieve stress and how music works on us both physically and mentally. Then the final part will be the conclusion.
Lee, Nadia	A	“No More Imitation of Japanese Drama and Comics” Since the “Meteor Garden” became popular in 2001, Taiwanese idol drama has gradually become the mainstream of TV programs in Taiwan. By using the ready-made scripts of Japanese dramas and comics, Taiwanese idol drama created an amazing market domestically and overseas. However, Taiwanese audiences are already tired of the ready-made scripts from Japan, and the quality of Taiwanese dramas has been often criticized. Thus, although Japanese drama and comic could be the model for Taiwanese idol drama, Taiwanese idol drama should not totally copy or simply use the script adapted from Japanese comics without originality. This paper would collect the opinions of the audiences through questionnaires and the studies related to Taiwanese idol drama to discuss the current situation of making original dramas in Taiwan.
Hsu, Diane	D	“The Difficulties Taiwanese Women Face after Divorce: A Study of Three Cases.” This paper analyzes three women’s post-divorce experience in their emotions, economic status, social and family relationships, and argues that, far from being ‘vulnerable,’ these women deal with their divorce and adjust their lives actively, but they still experience some degrees of difficulties socially and emotionally. The paper finds that the main reason for their abilities in reconstructing their lives lies in the shortness of their marriage, which makes it easier for them to resume the full-time jobs they gave up for marriage.

Classroom: LB301

Presenter	Section	Title/Abstract
Tseng, Hughes	B	“To Modify a Universal Idea for a Better Preservation of Cultural Heritages” Cultural heritages are valuable assets for Taiwan people. Firstly, this research paper will indicate the fact that Taiwan people did not fulfill the responsibility of preserving Taiwan’s culture well, although Taiwan residents possess the idea that cultural heritages are valuable. By showing the Taiwan resident the importance of historical buildings in Taiwan the author’s intention is to evoke the people’s awareness to preserve historical buildings. At last, historical heritage’s true value will be discussed from the perspectives of economics, divergent culture, and psychology which are the significant motivation for the protection.
Tsai, Christine	C	“The Taichi Series by Ju Ming: the Embodiment of Dao De Jing’s Philosophy.” Ju Ming—a well-known Taiwanese sculptor—creates the Taichi series, which combine the Asian subject with the abstract style conveying the image of natural, moderate and circulating beauty. Instead of the traditional refined style, the primitive approach creates the sublime in sculptures, which demonstrates the idea in Dao De Jing: “The greatest skill seems like clumsiness” (大巧)

		若拙). This paper argues that besides the external impressions, the Taichi series embody the philosophy of Dao De Jing in the development of forms, the symbolic movement of the sculptures and the aesthetics of space.
Yen, Hank	B	“A challenging Way to be healthy---eating Chili” Eating Chili is a very good way to keep one healthy, but some people refuse tasting it. However, although some people are afraid of chili and they even regard spicy food as unhealthy and harmful products to our body, there are many advantages for us which could prevent us from some diseases such as high blood pressure, heart disease, and stomach cancer except fatness if we could try to adapt to it.
Wang, Steven	C	"Fast Food and Obesity in America." The growing rate of obesity in America has long been contributed to poor diet, which is exemplified by the consumption of fast food. Latest research shows that not only is fast food unhealthy, it has similar detrimental effects on human body as tobacco and drug. By knowingly providing such hazardous food items to the public, the fast food industry should, therefore, be held partially responsible for Americans' obesity and required by law to place warning labels on their products.

Classroom: LB001

Presenter	Section	Title/Abstract
Chien, Julia	A	“The Intuitive Sound: An Introduction to Techno Music Appreciation” By giving evidence from internet-based surveys, drawing relations from art music masters John Cage and Steve Reich, and pointing out significant features of techno music, this paper aims to prove that techno music can be drawn out of its social context and be appreciated solely for its musical aesthetics. To take a step further I devised a few suggestions upon appreciation of techno music for beginners, drawing inspiration from interviews of techno music fans and my personal listening experience, in hopes to encourage participation in techno music appreciation, and also in hopes to contribute to the discourse of techno music.
Lugi, Lu	A	“A Study on the Relationship between Female Managers’ Perception of Glass Ceiling and Job Satisfaction” The glass ceiling effect is that when females are promoted to a higher post, they will meet an invisible barrier to block their promotion. This paper discusses the relationship between female managers’ perceptions of glass ceiling and job satisfaction. Also, the paper argues that female managers’ perceptions of glass ceiling is negatively related to job satisfaction. The more perception of glass ceiling a female manager perceives, the lower degree of job satisfaction she receives, and vice versa. In addition, the paper collects empirical data through questionnaires and interviews with female managers.
Lin, Stacy	E	“The Transformation of Travelers while Traveling—According to Two Travel Books from Taiwanese Travelers on Shanghai” This paper argues that there is certain fluidity in travelers’ identities so that they often go through transformation while traveling. In general, travelers tend to have stereotypes of their destination constructed by the collective memories of their community. However, two travel books by Taiwanese travelers on Shanghai, << 奢華的時光 >> written by Chung Wen Yin and << 貓眼兒遊上海 >> written by Zheng Hsu Ching, reveal the possibility that travelers might change their impressions of their destination and redefine

		their identities based on their actual experience there.
Huang, Karen	E	<p>“The Clown Wants to Die: Yozo in Osamu Dazai’s No Longer Human”</p> <p>This paper intends to account for the intriguing ending of Osamu Dazai’s No Longer Human. A deep analysis of the novel reveals that the protagonist is torn between Japanese and Western values, i.e. between group instinct and individualism. The Japanese traits (the tendency to be content as a cog in the wheel and their positive views on suicide) are proposed to be factors leading to his suicide at the end.</p>

Classroom: LA204

Presenter	Section	Title/Abstract
Chuang, Vicky	E	<p>“Romantic Paris? The Real and the Imagined Image”</p> <p>This paper analyzes the image of Paris in two movies, “Paris, je t’aime” and “Two Days in Paris.” A survey is also conducted to discover how their imaginary Paris differs from the real Paris. Paris is not necessarily romantic as people generally imagine it to be. In the book Imagining the Modern City, James Donald sees the city both as a physical environment and as an imagined environment. Guy Davidson also believes our experience of the real of the city is always imagined, and people do not simply perceive urban space on the basis of some pre-existing ideological script, but also conceive it. The romantic image of Paris remains a myth, created to satisfy people’s desire, but the illusion often proves too good to be true in real life.</p>
Hsu, Polly	B	<p>“Re-know the Folk Dance”</p> <p>Most of young people nowadays tend to have the stereotype that “folk dance” is exclusive for the elder. This cognition derives from their misunderstanding toward the folk dance. Actually folk dance is very related to people. It presents the local aroma and the living of the citizens. After a long developing, parts of folk dances are performed on the stage for the recreation. Therefore, it combines many different elements, such as: customs, songs... In addition, comparing to other kinds of dances, folk dance has the advantages that it does not profession-required and it is less expensive. Folk dance is also a health exercise and is suitable for every one. In conclusion, besides from having the historical and cultural significances, folk dance should become the most acceptable dance among people of all-levels.</p>
Lin, Elyse	B	<p>“Taking Contraceptive Pills Benefits Women.”</p> <p>Contraceptive pills are widely used in western countries, while taking oral contraceptive pills is not accepted by women in Taiwan. Taking contraceptive pills is not a common usage in Taiwan because many females fear for its side effects, and consider it exclusive for people who have sexual life. However, contraceptive pills have advantageous for women’s health, such as easing menstrual pain, improving constitutes of women, and lowering the risk of getting ovary cancer.</p>
Wan, Lynn	A	<p>“Is Kenting an Ideal National Park?”</p> <p>Kenting is a very famous national park in Taiwan, but it is not an ideal national park because it does not meet the standards of a national park according to International Union for Conservation of Nature and Natural Resources. However, from personal observation and questionnaire, Kenting can be a wonderful resort. Therefore, the authority concerned should work out some ways to prosper Kenting’s tourism and stimulate economic development, and, at the same time, to preserve Kenting’s natural beauty and landscape and ecological system, so that visitors can always have a great place to</p>

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Classroom: LB306

Presenter	Section	Title/Abstract
Hsu, Frank	C	<p>“An American Baseball Dream.”</p> <p>In recent years, Chein Ming Wang could gradually play well in MLB (Major League Baseball), and many players who played for minor league in U.S. also emerged in the international games. Moreover, after gambling issues of Taiwan’s professional baseball league, CPBL (Chinese Professional Baseball League) seems hard to recover. Therefore, most the outstanding baseball players of young generation like to choose sign with American baseball teams. In this paper, I will show the reasons that young players give up opportunities to play professional baseball in Taiwan and go to the U.S. to play.</p>
Liu, Emma	B	<p>“The Limitlessness of Jimmy’s Illustrated Books and the Average Age Readers”</p> <p>Jimmy, an illustrator with several published illustrated books, is famous for his unique originality and ingenuity in his productions. Jimmy’s illustrated books are often regarded as ones which are appropriate for adult readers than children due to complex concepts concealed in those appealing illustration and multi-faceted narratives. However, the fact is that Jimmy’s illustrated books are still popular among a certain group of children readers. Jimmy’s productions, which have been translated into English, French, German, Greek, Japanese, Korean and so forth, do not lose their appeal for children readers. This unexpected fondness among children can be reasonably accepted when exploring the choice of colors used, also the design of space in Jimmy’s illustrations, and the feature of personification or characterization in his works. The preconceived limitation, which restricts Jimmy’s illustrated books to adult readers only, should be discarded.</p>
Lee Jo	C	<p>“The Reasons Why Dubai become well knows City”</p> <p>Where is the gorgeous hotel in the world? “Dubai”. This is how people know about Dubai but the city become famous not only because they have gorgeous hotel of the world but their economy policy and other issues involve. This paper will provide information and statistics base on economy, tourism and culture to show how Dubai has become a well-known city.</p>

Day 4: June 6

Classroom: LA204

Presenter	Section	Title/Abstract
Lin, Hannah	D	<p>“Why do a number of students in junior class prefer American fashion?”</p> <p>The American fashion brands such as ANF, Hollister Co. American eagle, polo jeans, Tommy Hilfiger, and Roxy are among the favorite fashion brands of Fu Jen’s English majors. This paper argues that there are two main reasons for their interest. One is that these brands have strong brand images, which convey a sense of luxury, fashion and youthful college lifestyles. The second, and less explicit, reason is that the students appreciate both American pop culture and the positive images of United States.]</p>
Lai, Skip	B	<p>"A Butt a Car Keeps the Road Jammed."</p> <p>During the rush hour of Taipei City the roads are always jammed with countless cars. However, many of the cars are private cars with only the driver himself or herself. Such private cars are sharing the</p>

		<p>limited road space with crowded buses, yet two private cars are using as the same road space as a bus. It is obviously unfair for the people who take a bus but get jammed on the road with those private cars. The City Government should start to collect tolls from those car drivers who drive alone to the crowded town in order to persuade those people to carry more people in the car or simply take a bus or MRT.</p> <p>Related websites: http://www.tfl.gov.uk/roadusers/congestioncharging/</p>
Rose Hung	A	<p>“Princess Syndrome: Objectors or Victims of Male Chauvinism?”</p> <p>This paper argues against the idea that “the concept of Male Chauvinism existed only in traditional people’s minds.” Instead, this paper propose that the appearance of the new term “Princess Syndrome” on the Internet in these two years is an example the remainder of the concept of Male Chauvinism and Gender Stereotypes. Theories including Male Chauvinism, Gender Stereotypes and “parents and family’s influence on children” used in this paper, mainly to support the results of the questionnaires and interviews.</p>
Alice, Chu	D	<p>“Human Cloning: Can we Be our Own Creators?”</p> <p>Cloning, a developing technique with great potentials, is going to achieve many possibilities both on medical treatment and human’s life. However, , we need to face this huge scientific advance seriously with conscience and understanding besides visualizing and celebrating its progressive achievements because it both benefits and impairs us in some ways. This paper analyzes the pros and cons of both therapeutic and reproductive cloning, and argues that therapeutic cloning can be allowed under regulation while reproductive cloning should not, because the research of human cloning should respect the dignity of life.</p> <p>Notes: Related websites: http://nr.stpi.org.tw/ejournal/NSCM/9606/9606-06.pdf http://www.religioustolerance.org/clo_ther.htm</p>

Classroom: SF901

Presenter	Section	Title/Abstract
Yao, Barry	A	<p>"Making Pornography Filming Legal: Take Japanese Pornography Industry as Example."</p> <p>Producing pornography (adult video) is still illegal in Taiwan so far. The government enforced prohibition due to the concern of the negative impact it might bring to the society. However, the pornography business in Japan has become one outstanding trade which brought them enormous economic benefits. By discussing the development of the Japanese pornography industry, this paper argues that it is possible for Taiwan to develop this business if we follow the example of Japan’s success. Questionnaire, interview, and related references are provided to indicate the importance of pornography to the society.</p> <p>Notes: Related websites: http://www.youtube.com/watch?v=dte_BbtmKt4</p>
Wang, Alien	B	<p>“Laughter: The aspects you are unaware of.”</p> <p>There are two sides of laughter. One, as we have always known, is fairly bright. The other side, on the contrary, is dark. Behind a seemingly brilliant laughter a great deal of secrets are hidden. It is commonly agreed that every now and then under certain</p>

		<p>circumstances we are forced to laugh regardless of whether or not we actually want to laugh. Also, laughter can be used to show hospitality. The presentation will show that laughter is a social tool. Although it is always seen bright, has a dark side. Examples will be shown and analyzed.</p> <p>Notes : Related websites: http://www.howstuffworks.com/laughter.htm http://www.nytimes.com/2007/03/13/science/13tier.html?_r=2&scp=3&sq=what%27s+so+funny&st=nyt&oref=slogin&oref=slogin http://www.apa.org/science/psa/sb-bachorowski.html</p>
Su, Pearl	A	<p>"The New Evolution of Tattoo"</p> <p>People had a negative image of tattoo and associate tattoo with bad people and behavior because in the past tattoo was used to mark slaves and criminals and many gangs also have used tattoos to mark their group members. However, this paper argues that today tattoo is an art of beauty and a way of expressing people's feelings, thoughts, and beliefs. It is also a self-adornment. The paper shows that tattoo becomes so popular now because it is influenced by the western culture, media, and the celebrities. The discussion will be based on interview, questionnaire, related news and journal articles.</p>
Sunny Chang	A	<p>"The Influence of K-W-L chart and vocabulary notebook in the extensive reading to ESL beginners (fifth graders) in elementary school"</p> <p>This paper argues the preview and follow-up exercise in the extensive reading. The extensive reading approach contains few or no follow-up exercises before and after reading; however, this paper proposes K-W-L chart and vocabulary notebook can improve reading abilities. An experiment is given through two groups by reading test and attitude questionnaire. Finally, the K-W-L chart and vocabulary notebook is evidenced that help improve reading comprehension, build vocabulary and activate reading attitude.</p>

Classroom: LB301

Presenter	Section	Title/Abstract
Tsai, Shannon	A	<p>"Can Large Number of Motorcycles in Taipei Area Be Reduced?"</p> <p>A great number of motorcycles running on the road is one of the spectacular phenomena in Taipei area. Although some essential policies have been applied by the government; however, due to the personal living habits, the restrictions of public policies and the drawbacks of the public transportations, the quantity of the motorcycles will not be reduced within the recent years. Through questionnaire and literature review, this paper discusses the causes of this phenomenon from the views of the historical background and personal living habits, and further explains why the official policies will not succeed.</p> <p>Notes: Related websites: http://news.epochtimes.com/b5/6/1/6/n1180055.htm</p>
Huang, Allen	A	<p>"Can Wii Keeps Its Winning Streak?"</p> <p>This Paper argues that although Wii is the best selling console right now, its future could be not as promising as it is now. Some of the factors that make it successful could turn against it in no time. Moreover, some marketing theories point out the potential problems that Wii Might encounter with in the days to come. Official statistics, journal articles and the result of the questionnaire are the supports of this argument.. Wii indeed is the most popular console presently; however, it could just be a fad that will fade away soon.</p> <p>Notes: Related websites: http://www.lup.com/do/newsStory?cId=3159930</p>

Liu, Hedy	B	<p>“The female image in commercials-The awakening of feminist consciousness.”</p> <p>In eastern world, the patriarchy society has existed for a long time. The patripotestal concept had already rooted in our mind. With the advent of woman’s movement in the mid-60s, the female image which is presented in the commercial has changed little by little in the society. Thus, the study would first provide four famous commercial cases “Sinyi House-- Bids good-bye joyfully” (Sinyi House), “Man Niou beverage--Man Niou couple” (Paolyta company), “Mitsubishi Motor--SAVRIN” (Mitsubishi Motor), “Mitsubishi Motor--Colt plus” (Mitsubishi Motor) which relate to feminist consciousness, and then analyze kinds of the image that females are presented in those commercials. Secondly, the study also investigates audiences’ (new generation-college students) perspectives regarding those commercials by a designed questionnaire, and it may help readers realize what female image stands for or how it changes in commercials nowadays.</p>
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Classroom: LB001

Presenter	Section	Title/Abstract
Tzeng, Claire	B	<p>"Losheng Sanatorium—Coexist with MRT Xinzhuang Line "</p> <p>The issue of whether Losheng Sanatorium is supposed to be preserved draws people’s attention in the recent few years. There are two groups –one is to support the policy of the proposal which is to keep the sanatorium; while another one takes opposite stand toward the issue—debating on reasons why the isolation hospital should or should not be kept. The supporter insists on the importance of the values Losheng Sanatorium owns, but the opposite argues that the conservation sanatorium violates the project schedule of MRT Xinzhuang line. On the contrary, there may be a way fulfill the needs of preservation issue as well as the construction of MRT station. The paper will focus on discussion on the certain factors make Losheng Sanatorium valuable and the governments’ problems reflected in the issue.</p>
Kuo Veronika	E	<p>"Title Self-disclosure in Weblog."</p> <p>This paper studied the self-disclosure phenomenon in weblogs. According to McKenna and Bargh’s theory, it is anonymity in weblog that make bloggers reveal themselves on Internet. Different narrative articles posted on weblogs are analyzed to examine its disclosure form based on McAdams’s criteria of coherence. Analyses show that blogger often like to use weblogs as a new way to disclose their inner world, such as personality, experience, feelings and to interact with others. Interviews with different bloggers also help to understand more about their attitudes toward self-disclosure.</p>
Tung, Lily	C	<p>“The Autism Myth: A Link between MMR and Autism?”</p> <p>The link between autism and the vaccination of MMR has been debated for a long time in the field of autism research. Andrew Wakefield argued that there is a link between the MMR injection and autism in the paper published in February 1988. Soon after the paper published, this controversial issue has been discussed, and debated during the past twenty years. In this paper, I will discuss whether there is a link between autism and MMR based on the recent research findings.</p> <p>Notes: Related websites: http://health.chinatimes.com/contents.aspx?cid=1,17&id=989</p>
Chen, Julie	B	<p>“The Changes of Women’s Self in Love Songs.”</p> <p>Many songs sung by A-Mei were love songs. These songs have been popular during 1990s and until now. The unique song interpretation of</p>

		<p>A-Mei really influences audiences' feelings and thoughts. Also, the lyrics of the songs in the 1990s differed from those of the current decade in many aspects which shows the changes women' s self. Then, I will integrate the interview of the Dr. Li Shan Lin (林麗珊) who is an expert in feminism, gender relationship and philosophy into my research paper.</p> <p>Notes: http://zh.wikipedia.org/wiki/%E5%BC%B5%E6%83%A0%E5%A6%B9 http://www.meistudy.idv.tw/</p>
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Classroom: LB306

Presenter	Section	Title/Abstract
Erica Shih	A	<p>“Analyze the Status of the Great Popularity of Abercrombie and Fitch in Taiwan: Analyze the Status of the Great Popularity of Abercrombie & Fitch in Taiwan”</p> <p>This paper argues the phenomenon of the great popularity of the American garment brand “Abercrombie and Fitch” among college students in Taiwan is not because its fine quality and diversity of apparels and goods; however, Taiwanese buy A&F because they are affected by mass. They think it looks good on others. Also, Taiwanese are not against to use piracy brand, so it leads to the spread of imitation A&F. To support my proposition, one hundred copies of questionnaire are given out. Moreover, scholar Michael R. Solomon’s theory of “group influence” can also support my idea of how interpersonal relationship influences on consumptive behavior. To conclude my research, the massive consumptive behavior of A&F in Taiwan is caused by interpersonal effect.”</p>
Chen Ting, Chang	E	<p>"Politicians' apologies: through six cases of Taiwanese and Japanese politicians"</p> <p>It is said that Taiwanese people have been controlled by politicians' languages. Focused on politicians' public apologies, this paper attempts to examine their rhetorical strategies and motivations. Benoit's theory of Image Restoration and Lazare's book of analysis called "On Apology" are discussed to decode tricky language use. In the end, the analysis further brings out similarities and differences between Taiwanese and Japanese rhetorical styles in apologies. This paper argues that a clear pattern could be identified in most politicians' apologies.</p>
Lee, Evelyn	C	<p>"Web 2.0"</p> <p>The advanced technology brought us the new era of Web 2.0, which generates people’s creativity and prosperous business opportunities. However, there are hidden crisis which might have negative influences on the new generation, including deviated judgment, copyright infringement, plagiarism, etc. How do we avoid these negative influences and set up correct values toward the problem are discussed in this report.</p>
Yeh, Katie	C	<p>“Women and High Heels.”</p> <p>Nowadays, high heels seem to be the standard of beauty and fashion. Not only in the office but also on every street you can see women wearing high heels. Women appear to rely on high heels so much that they cannot live without high heels. However, more and more cases show a terrible fact that actually, high heels do damage women’s health. This paper argues that, since it is impossible to persuade women to give up wearing high heels completely, women should choose their high heels carefully and try their best to decrease the frequency of wearing them.</p>

		Notes: Related websites: http://www.mayoclinic.com/health/footproblems/WO00114 http://news.netdoctor.co.uk/news_detail.php?date=30/07/2007
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Fall 2008: SOAP

	Title	Presenters
Group A	College students' global perspective	Frankie Chuang, Angel Kuo, Renee Lin, Daisy Li
	The Trend of plastic surgery among university's' female students and its problem	Chrissy Lee, Alexander Chan, Mavis Man, Joyce Lin
	Cram Schools and High School Students in Taiwan: On Academic Performance and Other Aspects of Life	Thomas Dong, Christine Hsu, Apple Tang, and Jane Wu
	How does the opinion toward homosexuality change from generation to generation, and why?	Betty, David, Sandy
Group B	The attitude towards the educational system of vocational senior high and institute of technology: A case study	Billy, Dylan, Olive
	How successfully commercials motivate people's shopping desires?	Iris, Miranda, Sylvia
	The issue of interracial marriage	Amy Ke, Donna, Helen
	Where did all the Hippies go?	Claire, Shana, Joe
Group C	Foreign workers/Laborers in Hsin-Chuang, Taiwan	Abby Ho, Anna Lee, Crystal Liu
	The marketing strategy of an Art Exhibition in Taipei	Ginger Huang, Emily Tang, Angus Xie
	The influence of Japanese cultural on junior and senior high school students- Taking Ximending for example	Jessie Chang, Jessie Teng, Sonia Tsao
	The domestic film industry in Taiwan--Taking Cape No.7 as a case study	Julia Kao, Angela Wang, Amy Hsu
Group D	Attitude of Taiwanese in Taipei Towards Americans	Felicity, Elaine, Frances
	Subcultures in Taipei: A Close Look at Digital Dance Music, Outfits, and Identities	Yvonne, Shin, Victoria, Owen
	Why we worship foreign products from Japan and western countries?	Celine, Jane, Honda, Eric
	MIT TV series based on real criminal cases	Kelly, Carol, Vivi, Vivien
Group E	Typical Images of Masculinity in Liquor Commercials	Amy Chang, Amy Lin, Jessica Yang, Kent Lin
	ABCs and mixed cultural identity	Ashley Fu, Daphne Chia, Janine Fang
	Brand images' influence on the mindset of consumers: Idolatry of Nike basketball stars	Evelyn Wang, Jessie Hung, Eddie Wu, Ryan Lin
	Wretch is no longer a wrtech: the beauty under the designer's angle	Irene Lin, Julie Pan, Zora Hsiang

Spring 2009: RP Convention

Day 1: May 26

Classroom: LA310

Presenter	Section	Title/Abstract
Cho, Sony	C	<p>“War of Special Effects (SFX) – Prosthetic Makeup vs. Computer Graphic Imaginary (CGI).”</p> <p>Almost all Hollywood movies we see today use special visual effects (SFX). Before the computer graphic techniques are invented and popular, special makeup techniques are the main streams in the movie industry. However, nowadays computer graphic technology has been advanced steadily and maturely. It has come to the forefront of special effects technologies since CGI gives film-makers greater control, and allows many effects to be accomplished more safely and convincingly. As a result, many optical and mechanical effects</p>

		techniques have been superseded by CGI. Some people claim that actors and directors may not be necessary in future's movie industry, so do the special makeup techniques which may be entirely replaced by computer graphics. My paper will examine the advancing trends in the special effects of movies, and address on the question to see if Special Makeup Effects will be replaced by the computer Graphic in the movies of the future.
Kao, Julia	C	"Internationalizing Taiwan Luxurious Fashion Brands." The purpose of this research lies in the exploration of the key factors that avail the internationalization of Taiwanese luxurious fashion brands. Just two decades ago, Taiwanese textile companies could only make profits from manufacturing and selling products under foreign brand names. With the R & D of innovative branding and designing techniques during recent years, Taiwanese fashion industry is able to play a decisive role among the domestic thriving cultural business scenes. Yet our brands still encounter arduous competition while trying to enter the international fashion market. Inspired by the success of French luxurious fashion industry, I would take French brands as study cases and evaluate their brand value proposition, value delivering mechanism and strategic alliance mechanism in the hope to make contribution to our own fashion industry.
Li, Daisy	A	"Torturing the Extremity: Sexually Subordinating or Sexually Dominating?" Tracing back in history, there is a common practice of fetishizing and torturing the feet in exchange for beauty and eroticism. From ancient customs of the Far East, Chinese girls have their feet bound at a small age to attain the perfect Golden Lotus shape. Extending to the present day, myriads of women spend fortunes over high-heels that bring them as much pain as pleasure in wearing. Existing interpretations explain that such masochist behaviors derive from the subordination of women. This paper argues of a chance that wearing high-heels actually empowers women in the modern context.

Classroom: LB003

Presenter	Section	Title/Abstract
Yang, Jessica	E	"Friendship in Shonen Manga Published Under Jump" We all know friends play an important role in our life. This paper describes the friendship in Japanese boys' comic by analyzing a Japanese weekly boys' comic anthology – Jump. Why is it that boys' comic tends to focus on friendship? To us, friends might just be someone who we share our happiness and sorrow with, but to these characters, especially in the case of these characters facing a difficult situation together, their friendship will sometimes be more than just sharing with one another's emotions or feelings. In this article, by analyzing some representative comic strips from Jump, it discusses how friendship is shown in the world of boys' comic. In the comic Bleach created by Kubo Tite, the characters inside considered their friends people whom they connect their hearts with. As long as friends are together, nothing will be difficult, because we are not alone, and our heart and soul will be combined as one. In the world of boys' comic, friends are not just people whom you laugh and cry with; they are the person whom you could leave your heart to.
Yen, Edison	A	"Why so serious: Graffiti as career." Graffiti writers have been recognized as underground artists yet graffiti is rarely considered as a long-term career. By comparing the stereotyped ideas and facts about graffiti, this research aims to prove that graffiti can be a serious long-term career, since graffiti writers demonstrate the same effort to achieve the same position as an individual does in any fields.

Chuang, Frankie	A	<p>“Can Music Change the World? The Role of Musicians in Social Movements.”</p> <p>Since the Summer of Love in 1968, musicians’ involvement in social movements serves the function of promoting their shared belief and urging people to mobilize about conflictual issues. However, there are better ways than charity performances and protest songs. In the case of Bono (U2), it is proved that through investigation and direct participation, such as attending conferences, joining organizations and organizing foundations, musicians can do more than music.</p>
Wang, Joe	B	<p>"Interpretation of Art: How Not Important It Is"</p> <p>A discussion of the relation between art appreciation and art interpretation; whether art could be valued without relying on the creator’s point of view. Introducing a debate between the theory of interpreting art through its iconology and symbols; interpretation that takes hints and reference from the creator’s personal life and biography suggesting a definite meaning to the artwork, with the notion that art can have multiple interpretations depending on the viewers, suggesting that art is a communication and a sharing between the artist and its viewers. The argument is to support that there are naturally different interpretations of art, for no one shares the same experiences and sight. However the emphasis on personal reflection on art should also take reference from other data, and not rely solely on senses for it would lead to a consequence of nothing more.</p>

Classroom: LB306

Presenter	Section	Title/Abstract
Hsu, Christine	A	<p>“Compulsory Attendance Policy-Not A Guarantee for Better Academic Achievement.”</p> <p>Attendance Policy has been highly requested in the colleges in Taiwan, certainly including the foreign language college in Fu-Jen Catholic University. However, there are evidences standing for compulsory attendance does not ensure the purpose of education within other scholarly journals of Pintrich, questionnaires, and interviews. This research supports that the compulsory attendance does not ensure students’ learning achievement; instead the curriculum designed and the students’ motivation are related to achieve a better learning.</p>
Lin, Shana	B	<p>"Will Love Lead An unsuccessful Career For Women?"</p> <p>The main idea of this paper is to prove the exist phenomenon of women’s twisted mind toward men. The definition of the“twisted”would be defined as women’s contradict psyche of the longing of self actualization and being protected even when controled by the men they love. We can not only find this twisted tendency from many of the literature works written by female writers but also through most of the surveys. However, although the evidences show that most of the women are born to being under certain form of control by their men in certain extent, it does not mean that women are inferior than men. Instead, women should understand and being happy to except their nature of caring love and relationship.</p>
Ho, Abby	C	<p>“Credentialism: A Study of Current Educational System in Taiwan.”</p> <p>Some of junior and senior students are being ignored or punished by their teachers for not having achieved high scores in their academic performance. Their teachers deem those students not competitive enough, so teachers are not willing to spend much time on them, even casting some abusive words to ridicule those students. Should teachers or students be responsible for the vicious situation? The educational system in Taiwan needs to be re-examined. In Taiwan, regardless their interests, students all try to enter high school because</p>

		of the worship of credentialism. In the end, students are like cramming machines for taking exams. In this paper, I would discuss how credentialism affects students, teachers, even the whole educational environment in Taiwan.
Chen, Vivi	D	<p>"Investigation of Primary English Education in Taiwan: 3rd and 4th Graders' Attitude and Motivation toward English Learning Incorporated With the Natural Approach."</p> <p>Recently the educational policy of starting primary English education from 3rd grade has been a controversial issue; therefore, this paper would investigate the primary English education in Taiwan focusing on the English teaching combined with the concepts of the Natural Approach. The research aims to explore elementary 3rd and 4th graders' attitude and motivation toward English learning incorporated with the Natural Approach. Questionnaires to 3rd and 4th graders are conducted as the primary source for analysis. Academic periodicals and published works from experts provide reliable resources as well. The result of this survey corresponds to the hypothesis that by incorporating the Natural Approach, it could facilitate learner's motivation and form positive attitude toward English learning.</p>

Classroom: LA306

Presenter	Section	Title/Abstract
Li, Anna	C	<p>"One or Two—a Closer Look on Jekyll and Hyde."</p> <p>Robert Louis Stevenson's well-known novella, Strange Case of Dr. Jekyll and Mr. Hyde, mainly explores the dual personality of man, and his profound depiction of the conflict makes the theme remain popular even today. "Jekyll and Hyde" later even becomes a term describing a man who suffers from split personality. However, in Stevenson's story, Jekyll and Hyde are not two personalities. Instead, they are just two sides of one man. They are one rather than two. This paper will focus on analyzing Stevenson's concept of dualism and the social background of the Victorian era to redefine the term "Jekyll and Hyde", and furthermore, to explore how good and evil co-exist at the same time.</p>
Chang, Sylvia	B	<p>"We Learn English, but We Never Acquire It—Take Senior High School English Teaching System in Taiwan as an Example"</p> <p>This paper talks about the solutions all the English teachers, the governments, and the society should do to improve the current English teaching system. The phenomenon shows that Taiwanese students can not get good scores in some certificated exams. In our current English teaching system, the contents on exams and the teaching methods teachers use are the major reasons owing to the poor proficiency students have in English. Hence, by changing the policies of exams, we can turn our goals of teaching English back to the normal track. With the normal goal of teaching English, teachers can teach students the comprehensive sides of English. Under this way, we can say that students truly acquire English as a language, rather than just learning English for exams.</p>
Lee, Chrissy	A	<p>"Nothing Taste as Good as Thin Feels?"</p> <p>In recent years, the emergence of Pro- anorexia website on the internet is a cause for concern. Pro-anorexia websites (also known as pro-ana) is a genre of websites promotes eating disorders by encouraging extreme thinness and promoting anorexia nervosa as a lifestyle choice rather than as an illness. Data suggests that viewing these websites has negative effects on young women. Caregivers should prevent adolescents from viewing the website by using the technology available to "block" the pro-anorexia websites from being viewed on home computers. Clinicians may discuss the negative impact of pro-anorexia website with the eating disordered client who</p>

		visits the website.
Huang, Ginger	C	<p>“Commercialism: Forces of Innovation of Arts in the Free Market.”</p> <p>People have long questioned whether arts can exist only for arts’ sake. It is understandable that the majority of people think commercialism would make culture and artistic industries seem vulgar because the intention of selling artwork is to make money out of it. The misconception that with commercialism, the reproduction of artworks lowers the values and quality of art is also another example how people tend to judge a system from its surface. However, in the long run, commercialism has been lifting the aesthetic industries, and serves as forces of innovation in the free art market. In this paper I will discuss the importance of the integration of commercial and artworks. How the artworks maintain their values and how the market economy helps upgrading the art scenes. Artworks cannot exist if not for commercial’s support. Masterpieces will certainly fade away without the strategy of commercials making it popular. Evidences can be seen throughout the history.</p>

Classroom: LA206

Presenter	Section	Title/Abstract
Tang, Emily	C	<p>"Natural Born Killers."</p> <p>My research aims to demonstrate the cause of the serial killers through Criminal Physiology. There are many serial killers who left his/her names in human history by their bloody slaughters. With pathological changes on brain, harassment of the abnormal neurons signal and the unsteady releasing of hormone of the endocrine system, people lose their ability to feel fear, pity and the intelligence to deal with anger. In other words, they are born to be killers. Besides Criminal Physiology, three other Criminology theories which include Freud’s theory on psychosexual development, Walter C. Langer’s Criminal Psychology and Criminal Sociology will be discussed and debated in my research.</p>
Hsu, Amy	C	<p>"Feminists and ‘the City’."</p> <p>For a long time, feminists have antagonist attitude toward the famous, controversial TV drama, “Sex and the City”. Some people believe its release declares the death of feminism; while some people consider it as a representation of post-feminism. Even now, the debate has not been settled yet. The question is: Do feminists still love “Sex and the City”? In my paper, I would first discuss the reasons why some feminists hate “Sex and the City” and how “Sex and the City” define feminism in its own way. There is no doubt that “Sex and the City” should be deemed as a progress of feminism. And OF COURSE, feminists should also love “Sex and the City.”</p>
Huang, Frances	D	<p>"The Risks of Botox Injections."</p> <p>In spite of the fact that botox injections are approved by FDA for cosmetic use and have become a worldwide multibillion industry, people should understand its true risks before taking the surgery.</p>
Lin, Amy	E	<p>"The Grand Success of Boys Over Flowers (花より男子): Affection toward Drama from Audience’s Perspective"</p> <p>This research paper focuses on why people have obsession toward Boys Over Flowers (花より男子), which has already gained high popularity after being remade into three different versions – Taiwanese (as 流星花園), Japanese (as 花より男子), and Korean (as 男子). Since the same story of the drama has been remade three times but still can achieve grand success, the story itself must have some elements that audience find indispensable from dramas. Therefore, Boys Over Flowers is the best example to demonstrate how</p>

		<p>audience's affection can influence the production of TV dramas. Audience-centered theories, including Uses and Gratification Theory and Dependency Theory, are used to find out the indispensable elements contained in these three dramas as to why the audiences are deeply into it. I find out that Boys Over Flowers can actually fulfill several needs of audience, which are, entertainment (Cinderella-like story which would never be out of date), escapism (the rich life and luxurious spots/settings that offer the audience a way to escape from economical recession period), self identity (the way how audiences find themselves related to characters in the drama) and social interaction (watching the drama as the means of enhancing sociability).</p>
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Day 2: June 2

Classroom: LA310

Presenter	Section	Title/Abstract
Victoria	D	<p>"To Group or not to Group."</p> <p>The education policy for junior high school in Taiwan has become controversial for a while. Although the government has officially banned "ability grouping," many claim that the strategy is still the most suitable way of grouping students. This research paper aims to provide detailed analysis of each particular grouping strategy in Taiwan education — normal grouping, ability grouping, and within-class grouping. Four publication and 100 questionnaires are used for reference. Through the study, it can help people to recognize the recent problems and defects in Taiwan education, and clarify the advantages and disadvantages of those grouping strategies. Based on Taiwan education features, the research also suggests that "ability grouping" should not be banned, since it is in fact more suitable in Taiwan junior education. This paper is only the beginning to study the recent conditions in Taiwan, and it should arouse Taiwanese to make further</p>
Chien, Kelly	D	<p>"Eminem: A Dangerous Brain-washer or a Truth-telling Artist?"</p> <p>Eminem is the best selling rapper presently, but the cynical viewpoints and offensive comments on celebrities and homosexuality have provoked publics and caused lawsuits. Conservatives think the violence and negative thinking suggested in Eminem's lyrics are harmful to his young audience and might be a reason for teenagers to commit crime. However, what Eminem has done can also be viewed as a breakthrough in human rights of expressing opinions freely, especially since he is an artist. To see how the public think of Eminem's career, and whether his songs influence audience in negative ways, this study will cover an analysis of a questionnaire about Eminem. 50-70 people, arranged from 15yr-25yr, will do the questionnaire. The paper will also cross-referencing articles studying Eminem as an artist. The result seeks to lead people to see the rapper in a new way.</p>
Chang, Iris	B	<p>"Innovative Educational Reform: Instruction in the Forest Elementary School"</p> <p>I would like to argue that the instructional method of forest elementary school cannot be the mainstream educational method in Taiwan's educational system. Surely, the forest elementary school here I refer to is the school that was established in 1990 by The Humanistic Education Foundation rather than some acknowledged "public forest elementary schools". Although it cannot be the major educational instructional system, there is no denying that its innovative teaching method has brought tremendous influence on Taiwan's traditional education. Its establishment pushed the regular</p>

		elementary schools to make some changes toward the conventional instruction; above all, it even promotes the development of so-called featured elementary schools. From the analysis of this paper, it is found the better choice for parents and children than forest elementary school set by The Humanistic Education Foundation.
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Classroom: LB003

Presenter	Section	Title/Abstract
Chia, Daphne	E	<p>"Discovering Selfhood Through Depression: A Study of Elizabeth Wurtzel's Prozac Nation"</p> <p>Depression has been diagnosed by psychiatrists as a type of mental illness. While contributions regarding psychiatry in the medical world cannot be denied, we need to examine the validity of the diagnosis, in regards to the relationship between depression and selfhood. Is depression a mental illness or is it a personality type? Elizabeth Wurtzel, author of Prozac Nation, has a less clearly defined theory of her own depression: at times she acquiesces that depression has become her self-identity, other times she sees it as a mental illness that hinders her progression in life. Her controversial novel Prozac Nation is an honestly portrayed memoir dedicated to her struggle with depression – accomplished in deconstructing the myth surrounding what “depression” really is. This paper is an attempt at understanding Wurtzel’s construction of selfhood as evidenced in her memoir, and aims to shine light on the complex relationship between depression and selfhood.</p>
Fu, Ashley	E	<p>" Win With Celebrity-Brand Endorsing in the Case of Organic Food"</p> <p>In nowadays, more and more companies would use celebrities as their spokespersons. This has become a trend all over the world. However, have you ever wonder why the companies would want to hire them to represent them? Also, is this kind of marketing strategy really help to stimulate purchasing? This paper is to discuss why celebrity endorsing ads are effective by analyzing the company Newman’s Own. In the paper, there will be several posters, namely, one with a celebrity, Paul Newman on it while another without to do a comparison so as to demonstrate how a celebrity would make the same product looks differently. I aim to reveal that before Newman endorsed the organic food, it was just a kind of food which in a vague position; however, after his endorsement, it has become the mainstream in America. The final result reveals that with celebrity endorsement do help promoting products and influence consumers’ purchase.</p>
Wu, Jane	A	<p>“Dual Nationality or Signal Identity?”</p> <p>In the twentieth century, many Chinese American literature works have been popular in America society, and the sales volume of the works have been raising. And then, one group of Chinese American scholars suppose that 20th century Chinese American authors imitate America author’s theme and writing technique. However, the argumentation of the scholars neglect to analyze the individual work of 20th century Chinese American author and background. Therefore, in this paper, the 20th century Chinese American author, Amy Tan, is examined by her writing technique, themes and background to prove that 20th century Chinese American literature is the independent literature.</p>
Wen, Celine	D	<p>"Fu Chien & Chi-Chiang Hu: Fit or Unfit?"</p> <p>Despite the vast research on international affairs, little is known about the distinguishing characteristics of becoming a successful diplomat. Since diplomacy is one of the two most important tools when countries are dealing with international politics, it is no doubt that the</p>

		<p>people who are skilled in diplomacy are important. According to Sir Harold George Nicolson who used to be a famous British diplomat and later wrote the greatest book, "Diplomacy"(1950), there are seven acquired characteristics for diplomats: honesty, preciseness, calm, patience, modesty, gentleness and faithfulness, which in this study will be discovered whether the two famous diplomats: Fu Chien and Chi-Chiang Hu fit these seven criteria. This study will be researched through qualitative questionnaires from general people and interviews with 2-5 incumbent diplomats. An analysis of the two diplomats, interviews and questionnaires will perhaps challenge the seven criteria. These stories, however, will add nuance to our understandings of the characteristics of becoming a successful diplomat. This study only covers the analysis in Taiwan, yet, by using the two most famous diplomats in Taiwan could stand as an evidence for future Taiwanese diplomats to equip themselves with the seven criteria.</p>
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Classroom: LB306

Presenter	Section	Title/Abstract
Wong, Yvonne	D	<p>"The Upbringing of Art in Taiwan—Through the View of Contemporary Digital Art Situation."</p> <p>After a brief understanding on the contemporary art forms, there are several issues I would like to research. Through analyzing the methods, media, and the performing ways of digital arts, I would like to discover the connection between art forms and their meanings. Is there any reason why so many artists today use media to record and demonstrate visual images and sounds as their ways of expression? Is there any reflection of these high-tech methods in our society, or even humanity in our world today? Furthermore, since the activities and events of digital arts have recently began in Taiwan, and despite its merely ten years development in Taiwan, its reputation has been noticed and concerned greatly by Taiwan artists, especially among the younger generation. It is indeed exciting for us to see such an evolution of arts occurring in our country, yet there is still work that need to be done in order to create a proper and mature environment for artists. Therefore, in this paper, I would discuss the current environment of art in Taiwan, its advantage and disadvantages in development, and the possible ways to improve the situation of digital art, or all forms of contemporary arts in Taiwan.</p>
Pan, Julie	E	<p>"Realization of Existentialism: From The Big Blue to The Legend of 1900"</p> <p>This paper discusses the similarities between two films The Big Blue and The Legend of 1900 in terms of the endings, which, as I have discovered, are related to a particular existentialism which was brought out by Jean-Paul Sartre from the earlier theory in the nineteenth century. By closely examining the two main characters, the embodiment of life and death can be seen and understood. However, eventually, they both give up their willingness to live. To examine the reason of their death, the paper suggests that they are living under the idea of existentialism, and the self-suicide is not an action which is forced by the environment but a behavior out of spontaneousness. Further- more, to illustrate how the idea is applied to the characters, I utilize the semiotic approach to analyzing certain significant objects in these two films, namely, the dolphin in The Big Blue and the piano in The Legend of 1900. The goal of this study is to provide a different aspect of committing suicide by identifying their actions. The paper concludes that committing suicide is a way of facing lives through the comprehension of his/her meaning of lives under existentialism.</p>
Fang, Janine	E	<p>"From Words to Motion Picture – How Beowulf Becomes More</p>

		<p>Intimate with Audience through Adaptation"</p> <p>In recent years, more and more words in literary works are being transformed into motion pictures. However, papers arguing the lack of authenticity in film adaptations arise rapidly. By comparing the epic Beowulf to the newly released adapted animation, I intend to argue that authenticity is, as a matter of fact, being replaced by creativity and appreciation from the audience's and producer's acknowledgement. By using Roland Barthes's concepts of the death of the author and the birth of the reader, we must overthrow the notion of being completely authentic and loyal to the original text and separate the work from its creator in order to liberate it from ultimate authority for each piece of writing contains multiple layers of meaning.</p>
Wang, Donna	B	<p>"Media Image: Women for Sale!?."</p> <p>This research paper extends existing research showing a result of stereotypical images of women in present mass media and how mass media construct erroneous and negative messages to result in modern gender inequality. Furthermore, that mainstream media excessively exploit women's movements and body images creates an illusion of selling sex. Major findings include the analysis of real advertisements including print ads and TV commercials, according to the three theories. In addition, the results of survey show a relation between images of women in advertisements and sexism. These data from different generations and ages reveal low media ethics and gender inequality in mass media.</p>

Classroom: LA306

Presenter	Section	Title/Abstract
Lu, Billy	B	<p>"Bushido: The Soul of Japan"</p> <p>In this research paper, I will firstly introduce the origins of samurai and how they formed the codes of Bushido in the ancient time of Japan, namely the soul of Japan. In the following parts I will discuss how these codes remain in modern Japanese society. The codes include the sense of justice, honor and loyalty. In addition to the positive influences of these codes, I will also mention some possible negative effects the codes bring. The data of interview questions will be shown after the discussion of the influence of Bushido, which is done by several Japanese. The data will show how these Japanese people at different ages view their codes of Bushido. Finally, I will put an emphasis on the significance of Bushido in Japanese culture, which should be inherited from generation to generation.</p>
Ko, Elaine	D	<p>Narrating the Self Through Fiction: A Study of Fictional Personal Narratives in Ian McEwan's <i>Atonement</i> and Tim Burton's <i>Big Fish</i>."</p> <p>There is a fine line between falsification and fictionalization; novelist Briony Tallis and storyteller Edward Bloom walk this fine line in Ian McEwan's <i>Atonement</i> and Tim Burton's <i>Big Fish</i> respectively. As narrators of their own lives, they use the creative license to alter, omit, or add elements into these narratives. However, the process is not always easy. Briony and Edward are questioned about their honesty and the validity of their fictional narratives and confronted with the limits and dangers of fictionalization. This research seeks to present the value of narrating the self through fiction while acknowledging its shortcomings. Through textual analysis and reference to existing literature, this project will contribute to a better understanding of the value of fiction as presented in these two works.</p>
Lin, Ryan	E	<p>"Taiwan New Immigrant Children's Identification of Themselves"</p> <p>This study discusses the cultural identity of Taiwan's "new immigrant</p>

		<p>children” because of their cultural difference between the ethnic backgrounds of their parents. Nowadays the exchange with countries of the world in politics, economy, trade, society and culture, especially Taiwan is an island country. The new immigrants are becoming one of Taiwan’s feature and their identifications toward this country is not only affect the whole society but also affecting us everyday. Firstly, the researcher will begin with the phenomenon of migration and changes in population structure. Secondly, discuss about the current new immigrant children cultural identity. Then, with the story of the new immigrant children explore the confusion and adapted situation. Finally, with the information given let the readers understand the effects of the new immigrant children. In this research, the literature sources in the related field and interviews with the professors in the Department of Social Work at Fu Jen Catholic University will be the first step. Next, find some New Immigrants families in the near elementary schools to do some interview and to figure out if the problems do exist. Compare the result from the questionnaires with the literature source and the interviews with the professors.</p>
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Classroom: LA206

Presenter	Section	Title/Abstract
Hsiang, Zora	E	<p>" Differentiating Syakaiha from Sinhonkakuha by Genre Narrative Structure: A Comparison between Riyu and Hazakura no Kisetsu ni Kimi wo Omou Toiukoto"</p> <p>Local Japanese detective novels have established its firm literary status in Japan as popular literature since Syouwa dynasty (1926-1989). Over 80 years of development with revolutions taking place Japanese detective novels have molded the writing style into several genres, up to now among all the two majorities being Sinhonkakuha (traditional Japanese detective novels established since 1987) and Syakaiha (Japanese detective novels developed since late 1950s, combining both mystery and social issues as its feature). Though the two genres seem to have distinguishable classification – Sinhonkakuha with exceptional mystery and Syakaiha with social issues involved, categorizing a single Japanese detective novel into its fitting genre has technical difficulty since only by observing distinctive materials of respective genres may lead to misinterpretation. In this paper a comparison between the narrative structures of Sinhonkakuha and Syakaiha will be illustrated and my purpose is to argue that comparing respective narrative structures will be valid in differentiating genres in Japanese detective novels. I will use Utano Shogo’s work Hazakura no Kisetsu ni Kimi wo Omou Toiukoto and Miyabe Miyuki’s Riyu to demonstrate the differences between the narrative structures; while the former serves as the representative work in Sinhonkakuha, the latter as the representative work of Syakaiha.</p>
Chan, Alex	A	<p>"Gay People, Christians’ Eyes."</p> <p>Over the decades, people have become more and more tolerant toward the issue of homosexuality. However, there are certain amounts of groups of people who are still having negative attitudes toward the gay community. For example, Christians is one of the groups/ religions that still has a very strong negative and conservative opinion toward such issue (e.g. gay marriage). Nevertheless, Biblical scholars suggest that there are misunderstanding and misinterpretation in the Bible, that we should look at the issue in a more open-minded way, in a way to have a different interpretation of the book so as to in a hope of making Christians understand the fact that homosexuality is not a sin, and that sexual orientation can not be changed.</p>

Tsou, Dylan	B	<p>"Never Lose the Paradise"</p> <p>The legislation Yuan of Taiwan has already passed the agreement of gambling (博奕條款) to Peng-hu which means that there is an extremely possibility that the casinos would be set over there. The RP is going to against the decision of the government with the aspects of economy, society, moral standard and environment. What's more, there will be the comparison between Las Vegas, Macao and Peng-Hu and show that setting casinos in Peng-hu is actually unwise behavior. Last but no least, there would be the sources to show that setting casinos won't benefit toward economic development as what people expect and explains the reason why Vegas and Macao could operate the gambling business but not Peng-hu.</p>
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Day 3: June 5

Classroom: SF901

Presenter	Section	Title/Abstract
Dong, Thomas	A	<p>"An Evolved Love with World: The Love Songs Past and Present."</p> <p>Throughout the human history there are love songs produced in great number; and with the lapse of time, the messages in songs also evolve according to different culture and people's conception about love. This essay will demonstrate that the dramatic change in love song will also mirror a cognitive dissimilarity, taking Taiwan's two generations as example, in their attitudes toward love and reveal the possible reasons behind the evolution. By analyzing and comparing the love songs from the two specific periods, it is evident that the love songs in the past were consistent in their meaning and theme, whereas the present ones manifest great diversity.</p>
Wang, Evelyn	E	<p>"Power Relations in the Workplace: An Example of the Film The Devil Wears Prada."</p> <p>The study investigated the phenomena that supervisors exert their power to make certain demands and obligate subordinates to carry out the requests based on the film The Devil Wears Prada. The findings are from subordinates' perspectives to examine the interaction between the boss Miranda and her assistant Andrea. The research shows that superiors represent themselves as coercive rulers within an organization, and subordinates are forced to accede to them. Supervisors manage the whole situation and the subordinates try to perform perfectly so that they can obtain the bosses' trust and even authorize the acts of superiors occasionally. Overall, most superiors want to achieve their goals due to beneficial purposes for both the company and themselves, and subordinates are willing to carry out bosses' orders for being under the pressure of keeping their jobs and having the eager to get promotion, which brings about the situation that rampant bullying bosses become common phenomena at the workplace.</p>
Ke, Amy	B	<p>"New Revolution: Animals' Spirit of Freedom, Equality, and Brotherhood."</p> <p>From ancient times, human beings have relied on animals in various ways so far. People eat animals as food, wear fur to get warm, ride them for traffic, and sell them for trade which satisfy the basic needs in everyday life. Nowadays, the entertainment industries which use animals as amusement like in the zoos, circuses, animal racing, and through hunting have become more and more prosperous in modern society. However, people should live more empathically and compassionately instead of dealing animals in commercial products selfishly. With love and humanity, animal rights is more than necessary for people to concern.</p>

		http://www.animalawareness.org/index.html http://www.animalequality.net/entertainment
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Classroom: LB003

Presenter	Section	Title/Abstract
Claire, Lin	B	<p>"Canines Cry: Something You Don't Know about Dogs Rental Business."</p> <p>Regarding FlexPetz, the California-based company with intention of spreading its dogs rental business around the world, has brought howls of protest. To follow up on this issue, this paper examines the paradoxical Taiwanese minds of whether to approve the existence of pet rental services. This paper aims at arguing the presence of dogs rental for it not only causes superfluous troubles for tenants as well as secure/behavioral concerns for dogs. On the other hand, alternatives for those who miss the company of dogs are provided. In the end it suggests dogs rental isn't a let-market-decide emerging industry, but rather, a business latently incite pet disposable syndrome that should strictly regulated by the government.</p> <p>www.youtube.com www.nytimes.com</p>
Wang, Angela	C	<p>"Night Market— An Epitome of Taiwanese Culture."</p> <p>As one who was born and lives in Taiwan over two decades, I find it hard to define what Taiwanese culture is. To clear my confusion, I turned to the most representative place in Taiwan, which is night market. Night market can be an epitome of Taiwanese culture, building up an image of a part of Taiwanese culture as well as offering foreigners a chance to know Taiwanese culture better. Researches, questionnaires, and interviews will all be included in this paper as a demonstration of this argument. This paper aims to not only provide people in Taiwan with further understanding of our own Taiwanese culture, but help promote Taiwan and Taiwanese culture to the world.</p>
Chang, Sandy	A	<p>"New policy of high school students' morality evaluation: good or bad?"</p> <p>Previously, high schools gave grades to reflect their students' overall behavior and moral conduct during one semester, but many people said that a student's behavior should no longer be judged simply on a score at the end of each semester. Therefore, since July 2008, a new policy has taken effect to abandon the moral conduct grading system in high schools. Instead, teachers only write words or comments to evaluate students' morality. However, there are many problems caused by the new policy, such as a subjective judgment, no unified standard, less restraint to students, a large number of students, etc. It seems that the new policy is idealized.</p>

Classroom: LB306

Presenter	Section	Title/Abstract
Huang, Jane	D	<p>"Are Humorous Commercials Always Effective?"</p> <p>The use of humor in advertisements has always been effective in capturing audience's initial attention. Nevertheless, do humorous commercials always work in catching people's eyeballs? Moreover, are they helpful in products' sales number? Supported by a close analysis and data collected via Internet, books, and journals, this project shows that humorous commercials are not always successful. In fact, not all products are appropriate sold with the kind of commercials. Furthermore, a well-designed humorous commercial</p>

		must take its target audience, the product itself, and the suitability of encoding humor into a thorough consideration.
Lin, Irene	E	<p>“Good Liars Are Named Women: Women’s Lie According to Self-Perspectives on Sexuality and Social Identities.”</p> <p>Lying is a common fact in people’s daily life as an everyday occurrence. Through the process of lying, people fulfill complex purposes by saying deceptive words. In moral choices, different genders with unlike social expectations would influence the person’s decision on lying. The self-decision includes the intention and its function of lying. Women’s lie would be the main focus in this research paper because our psychological condition is more complicated and difficult to trace from. Women’s social relationship also has closer intimacy and consideration in their social circle. Lying is a necessary existence in everyone’s social interactions, and some lies would be formed unlikely with different sexualities; men lie more on personal advantages, but women do multiple decisions before lying because mostly they are lying for others benefit and harmony. My research from the literature review and questionnaires may reveal women are clever liars and more capable on lying in different occasions. Furthermore, it shows women tell more lies on a more frequent basis than men because their social role as a mother of caring required them not only lie for self-survival but also for the sake of others temporary happiness. However, lying is still a solution accompanied with sin. Truth hurts, but at the end, the lies hurt even worse.</p>
Wu, Eddie	E	<p>“Sex in Advertising – Why Sex Sells?”</p> <p>This research paper investigates how sexual or sex-related elements (images, composition, interaction among characters or products, etc.) used in commercials, especially in print advertisements, affect customers’ perspective on advertised products, cologne and liquor in particular. It begins with some basic theories of the definition of an effective visual persuasion, the way different sex is often portrayed in ads, and how sex models (usually celebrities) are contracted as to add more appeal to the product. By providing the statistics of experiment 1 & 2 which use questionnaires to examine people’s opinion toward famous sex-involved or non sex-involved advertisements and why they think so, I will then analyze the findings based both on the theories derived from Visual Persuasion by Paul Messairs, Sex Stereotyping in Advertising by Alice E. Courtney and Thomas W. Whippie, Celebrity Sells by Hamish Pringle and my personal criteria. The paper then concludes that sex appeal actually is an effective medium in advertising, as long as the way it is used conforms to premises that the image and the advertised products are appropriately connected, and presented in suggestive or implicit ways.</p>

Classroom: LA306

Presenter	Section	Title/Abstract
Fu, Eric	D	<p>“The Influence of American Government on Taiwanese Presidents’ Speech.”</p> <p>The relation between China and Taiwan is highly concerned by United States, and the speech of each side may result in various consequence and interpretation by the general public. In the past eight years, Chen Shui-Bian, the former president in Taiwan, made some speech which violated the agreements he had with the U.S. American government all tried to “understand” his speech immediately and let Taiwan do some clarifications. The influence of American government was analyzed by reading the books, newspapers and speech record on the Internet. Furthermore, President Ma Ying-Jeou and Barack Obama’s speech was compared to find the role of United</p>

		States in the China-Taiwan relation.
Man, Mavis	A	<p>“Stephen Chow.”</p> <p>Stephen Chow, a legend of Hong Kong movies, made people laugh by his Mo-lei-tau. As Hong Kong movies critics pointed out, Chow’s movies changed from Mo-lei-tau to meaningful, from funny to serious. By picking out some movies from each of his four career stages: Growing up, fruiting, diversified approach, and mutation, this paper will argue that even though Shaolin Soccer (2001) and Kung Fu Hustle (2004) in his stage of mutation are the top two Chinese blockbuster of Hong Kong box office, the transformation of Stephen Chow is not welcome by most of the Hong Kong people. Moreover, from his latest movie, CJ7 (2008), Stephen Chow showed that he is not hilarious anymore.</p>
Teng, Jessie	C	<p>“Reality Docu-soaps— Not Simply Entertainment.”</p> <p>Reality TV shows have occupied numerous entertainment channels at prime time with high audience rating in the past decade, especially reality docu-soaps. This paper examines the factors which create the popularity of reality docu-soaps from three perspectives: commercial, sociological and psychological aspects, with methods of literary review, second hand interview and video episode watching. The result shows that the supply-demand relationship between TV programming and advertising contributes to the rise of reality docu-soaps. In addition, reality docu-soap programming fulfills participants’ desire of self-disclosure and being famous. It also satisfies the audience’s intention in searching for the real and provides the fans real opportunities for interactivity.</p> <p>http://www.mtv.com/ontv/</p>

Classroom: LB306

Presenter	Section	Title/Abstract
Tang, Apple	A	<p>“All That Brass: The Marching Shows Must Go On.”</p> <p>Marching arts and marching music performing groups were once popular in Taiwan; however, they are not as prosperous as they were before or are frequently performed only in particular regions now. This research is aimed at arguing possible solutions especially for the representative of marching arts, Taipei Yuehfu Drum and Bugle Corps, by analyzing what reasons caused the difficulties, what strengths may lead to the achievements that they had, and the overall evaluation of the entire environment of marching arts both in Taiwan and in Mainland China. Considering that the public participation plays a crucial part in such activities, interviews and a questionnaire survey are designed to collect varied opinions from different target audiences.</p>
Yang, Betty	A	<p>“All-You-Cannot-Eat: Break through the Myth.”</p> <p>The change of the eating style of Taiwanese has led to the popularity of all-you-can-eat buffets which provide “quick, hygienic, delicious and inexpensive” service. Yet, customers might be cheated by the wholly positive advertisement of these buffets directly or indirectly for their claimed fresh-chosen ingredient, multi-choice of food, economy expense, and the deliciousness of the presented provision. From expense to health aspects, this essay will prove that the authenticity of the advertisement and the worthwhileness of the meal are actually not as satisfactory as people might think.</p> <p>http://www.timesonline.co.uk/tol/life_and_style/food_and_drink/article3720047.ece</p> <p>http://www.foodnut.com.au/www/330/1001127/displayarticle/digestiv</p>

		e-health--1001244.html
Yang, Vivien	D	<p>"Improving AIDS Patients' Human Rights through PR Methods."</p> <p>We all know that HIV can only be infected through sexual intercourse and injecting drugs with AIDS patients, but people still have fears with AIDS patients. These isolation and discrimination hinder their basic right of life quality, and it also obstructs their willpower to undergo any therapy. While most countries in the world have already started to pay close attention to this issue, the current status of AIDS patients in Taiwan has not changed much. Through workable Public Relation strategies, my intent is to improve and protect AIDS patients' human rights.</p>

Day 4: June 9

Classroom: LA310

Presenter	Section	Title/Abstract
Jin, Helen	B	<p>"Negative Transfer in Italian Writing—A Case Study of Italian Major Students in Taiwan."</p> <p>Language transfer is considered a process in foreign language learning. Because Mandarin and Italian belong to Sino-Tibetan language and Indo-European language respectively, there are many differences in grammar, language logic and cognition behind the language. In this paper I would like to investigate the types for making these errors that Italian major students make frequently in their Italian composition, and analyze the reasons. 30 composition papers written by college students respectively from freshman and senior students will be collected and analyzed according to the teachers' correction. Through the discussion, it will be clearer that in learning a foreign language, students should abandon the language logic of their native language, for Mandarin and Italian differ greatly from each other in grammar and language expression. Furthermore, direct cross-linguistic translation should be avoided by the language learners due to the reason that different languages are evolved out of different cultural background, language logic and cognition.</p> <p>http://www.nknu.edu.tw/~edu/new-eduweb/08Learning/learning_thesis/learning_thesis-4/item4-article38.htm</p>
Lee, Olive	B	<p>"Women are Equipped with Better Ability to Decode the Meaning of the Ambiguous Words: By Looking at Men and Women's Speeches in the Relationship of Ambiguity."</p> <p>Although men and women are called as the same species as human being, the great differences between them have been shown and not anymore a piece of today's news. One specific period worth remarking in the difference is in the men and women's relationship of bleeding love, which in this paper is called the "ambiguous stage." This paper aims at providing and explaining the finding which shows that women are equipped with better ability to set code/to decode the "decorated words." This paper intends to apply theories in Linguistics and Psychology to elaborate such kind of phenomenon. Comparing the examples with these two theories, we can make the point that women can decode the language better than men but act much more passively. Therefore, it is really the time that female to take the active role so as to grow the seed of ambiguity into the flower of exactness and explicitness and also, to bring the relationships one step forward.</p> <p>http://www.healthandage.com/Home/gid2=1284 http://www9.georgetown.edu/faculty/bassr/githens/tannen.htm</p>
Hong, Carol	D	"Do Illustrations Tell a Better Story than the Story Itself Does?"

		<p>Picture books for children have been considered good materials for facilitating literary comprehension with the help of illustrations. However, many picture books in market may serve less educational purposes since either the text or the illustration is more emphasized. To find out whether children really benefit from reading picture books to comprehend the stories, ten to twenty students in the 4th grade of elementary school will be interviewed. These students will be divided into two groups. One group reads stories with text only; the other group will read illustration books. The students are asked to summarize the whole story to show their understanding. The anticipated result of this research is to indicate that the illustrations play less important roles than the text in terms of literary comprehension.</p>
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Classroom: LB003

Presenter	Section	Title/Abstract
Kuo, Angel	A	<p>“Four Reasons That College Students Should Stop Using Wikipedia.” Wikipedia, an online free encyclopedia contributed by everyone around the world, has more than 1.8 million articles in more than 100 languages. As Wikipedia becomes the top-ranked results for most Internet searches, the number of college students who consult it as their research data increases significantly. However, due to the anonymity of contributors, writers’ lack of professional knowledge, vandalism, and bias, there is 20 percent inaccuracy in the content. This paper argues that even unreliability of Wikipedia seems minor, college students should not risk using it as the source of their research.</p>
Chang, Amy	E	<p>“Multidimensional Perfectionism and Academic Procrastination.” An estimation of 95% of college students engage in procrastination (Ellis and Knaus, 1997). Perfectionism procrastination involves more about negative self-concept than efficient time management and study skills. This study examines the correlation between perfectionism and academic procrastination among college students through statistical analysis using SPSS (Statistical Package for the Social Sciences). Three individual case studies will be further conducted to identify other factors contributing to the procrastination of perfectionists by in-depth interviews. It is hypothesized that parental style and low self-esteem may play significant roles in perfectionism. Authoritarian parental style often leads to negative self-concept of the self which may result in the development of perfectionism. Implications for methods of intervention will be discussed at the end of this research.</p>
Kuo, Miranda	B	<p>"Global Americanization: Not as good as you think" The term “Americanization” currently has a different meaning as compared to its previous meaning. Firstly, I elaborate more on what is good about the States. In fact, the States’s welfare system is wonderful on account that it is well developed and its benefit to the citizens. In addition, the American spirit of independence and their optimism is way much admiring. Next, I use data to talk about the americanization in mass media, using movies as examples to analyze characteristic of movies made by different countries. However, Americanization gives other countries a false sense of the American way of life and, in the end, causes hatred for the U.S. and threats on our power and freedom. Some countries such as France and Singapore and even in Europe have opinions against the States and the working-class community of the States is dissolved back to the 1950s by the Americanization as well.</p> <p>http://www-rohan.sdsu.edu/~aiesec/culture/usculture.html#people</p>

Classroom: LB306

Presenter	Section	Title/Abstract
Hung, Jessie	E	<p>"Subtitling Translation of Colloquialism in the Case of <i>Bridget Jones's Diary: The Edge of Reason</i>."</p> <p>Colloquialisms are an informal speech and usually contain cultural elements. Due to cultural differences, it is always difficult for translators to appropriately bring out the humor and meanings of colloquialisms and reinterpret them in another language. By using Peter Newmark's theory of "equivalent effect," this paper examines the movie <i>Bridget Jones's Diary: the Edge of Reason</i>, which is full of English colloquialisms. The author notes that subtitlers usually exercise short and strong terms or independent sentences and apply native coarse language to make the translated words more vivid when translating taboo language. In terms of slang, it also usually involves the strategy of localization by using words that are familiar to the target language audience. This project aims at demonstrating practical approaches to the subtitling translation on colloquialisms and supporting for future research on similar topics.</p>
Chen, Felicity	D	<p>"Gossip Girl: Good or Bad?"</p> <p>Gossip Girl is an American drama television series adapted from the New York Times bestselling novel series of the same name. Gossip Girl Season one was received positive reviews and considered to be one of the hour's worth of must-watch televisions of 2007-2008 television season. However, there were other reviewers expressing it was a guilty pleasure. For instance, the Parents Television Council not only showed particular criticism of the series but also worried about the negative influence on audience, especially young people. Since Gossip Girl season one shows insight into human character and teen issues such as friendship, sex, social pressure etc., there are considerable amount of people fond of the show badly and having expressed the show really inspires them to think and face their own life as honestly as possible. Notwithstanding some parts of the drama can be controversial, it always has its meaning and affects on people in the best way.</p>
Chu, Honda	D	<p>"Does Men Care Studio Interest More Male Consumers in Skincare Product?"</p> <p>Under the growing of male beauty trend, the marketing of male skincare product is thriving in recent years. A special counter called Men Care studio is established in the third floor in XinYi New Life Square A11 building in Oct. 2007. Combined four major skincare brands, Men care studio establishes a new route called PPEC (Professional, Personal, Experiential, and Convenient) to create a circumstance that is designed for male customer. Does Men Care Studio interest more male consumer in skincare product? Is it a success (or not) to attract more male consumer to know and use skincare product? The result of this research paper would be based on the data in E-ICP (Eastern Online Professional Lifestyle and Consumer Market Research Consultant), reports, a questionnaire, and an audio interview with who works in Men Care studio. My anticipating result is positive. Male consumer would be more willing to know, and use skincare product.</p>

Classroom: LA306

Presenter	Section	Title/Abstract
Wen, Owen	D	<p>"Psychodrama Functions as a Therapeutic Method of Curing PTSD."</p> <p>After a brief understanding on the contemporary art forms, there are</p>

		<p>several issues I would like to research. Through analyzing the methods, media, and the performing ways of digital arts, I would like discover the connection between art forms and their meanings. Is there any reason why so many artists today use media to record and demonstrate visual images and sounds as their ways of expression? Is there any reflection of these high-tech methods in our society, or even humanity in our world today? Furthermore, since the activities and events of digital arts have recently began in Taiwan, and despite its merely ten years development in Taiwan, its reputation has been noticed and concerned greatly by Taiwan artists, especially among the younger generation. It is indeed exciting for us to see such an evolution of arts occurring in our country, yet there is still work that need to be done in order to create a proper and mature environment for artists. Therefore, in this paper, I would discuss the current environment of art in Taiwan, its advantage and disadvantages in development, and the possible ways to improve the situation of digital art, or all forms of contemporary arts in Taiwan.</p>
Chang, Shin	D	<p>“How to Increase the Popularity of Electronic Dance Music Culture in Taipei” The environment of Electronic Dance Music (EDM) as a subculture in Taipei is under observation. It remains a minority in comparison to other subcultures (e.g. Rock, Hip-pop), while the society has its potential market for this culture. The purpose of the research is to assess Taipei’s EDM development, to analyze how the marketing strategies are applied on EDM culture, and to improve the present marketing directions. Is the EDM culture not popular in Taipei due to the lack of information channels? What can we do to improve the environment of EDM culture to attract the general public? For the data collection, 3-5 participants of EDM-related industries will be interviewed; 80-100 questionnaires will be distributed to assess the EDM development and to test whether the proposal of EDM promotion is practical. The outcome of the research can offer a better understanding of EDM’s background and suggest practical ways of promoting EDM in Taipei.</p>
Liu, Crystal	C	<p>“Privatization: A Gleam of Hope for Taiwan Railways Administration.” Taiwan Railways Administration has played a vital role in helping achieve economic advancement in Taiwan. Nevertheless, followed by the tides of economic liberalization and international competitiveness, whether TRA should still be run by government becomes question. Matter-of-factly, TRA has been weighed down by the immense amount of debts and problems under government’s present egregiously bad management. In this paper I argue that privatization is the most effective way to save TRA now. Privatization, which was successfully operated in France and Japan, sets a good model. I will point out some specific bad situations that TRA faces nowadays and provide with some possible solutions through privatization. At the end, I’ll discuss possible obstructions that privatization might confront and come up with workable solutions.</p>

Classroom: LA206

Presenter	Section	Title/Abstract
Xie, Angus	C	<p>“More Than Entertainment: MMORPG Helps Teenagers Form Self-identity.” In recent years, people in Taiwan have been bombarded by lots of negative comments on online games, such as fraud, addiction, and violent behavior. Nevertheless, do online games only do harm to players? From psychological and sociological perspective, playing on-line game can not only entertain, but help teenagers of Electric</p>

		<p>Generation search for confidence and sense of achievement as well. In general, adolescence is a crucial stage of pursuing self identification, and MMORPG can provide teenagers with a mental laboratory to form self-identity and accomplish ideal self. It offers them an alternative way to obtain opportunities of seeking for interpersonal relationship and exploring inner selves, and therefore can further form their self-identity.</p>
Chang, Jessie	C	<p>"Ageism in the Media: An Analysis of Images of Aging in Taiwan Newspapers."</p> <p>My research focuses on ageism in the Taiwan society. With the rapid growth rates of the aging population, the issue of ageism has become increasingly significant. Despite the fact that people greatly influenced by traditional values still respect the elderly, more negative images are over and over again presented in the media, especially, newspapers. Therefore, I will examine biased constructions of aging reflected in major Taiwan newspapers. My research involves the qualitative analysis of the articles in Taiwan newspaper in order to indicate how discourse referring to the experience of aging has been topically framed by major Taiwan newspapers as aging stereotype and negative attitudes to the elderly are prevalent in Taiwan society.</p>
Lin, Kent	E	<p>"Beliefs about Language Learning and Learners' English Proficiency."</p> <p>The study investigates the beliefs about language learning of high and low proficiency adult EFL learners in Taiwan based on Test of English for International Communication (TOEIC) in Taiwan. The subjects in this study are 10 participants who have taken the TOEIC before in Taipei. The way to investigate is that the researcher will give in-depth interviews to these participants by using the instruments of Beliefs about Language Learning Inventory (BALLI) by Horwitz (1987). The subjects' English scores of the TOEIC are viewed as the participants' English achievement. The research focuses on probing into what the learners' learning beliefs are and determining if there are differences between high and low English proficiency learners. The result of the study may indicate that the learners hold various beliefs about language learning. It hypothesizes that if the learners have more positive beliefs, they can easily get high proficiency.</p>

Fall 2009: SOAP

	Title	Presenters
Group A	Social Anxiety Disorder—A Case Study	Willa, Clara, Constance and Sherry
	The Rise of Pirated 3C Products	Cedric, Cathy, Melissa and Amanda
	How Homosexuals Pursue Their Rights	Fairy, Shirley, Tina and Jeff
	The Trend of playing ma-jiang among college students: causes and influences	Angela, Ashley, David, Christine and Tiffany
Group B	Why Low Birth Rate in Taiwan? An Analysis of Fu Jen Students' Opinions toward Giving Birth	Judy, Wendy, Joe and Jay
	Well-known brands make you unique? Or brings you critique?	Irene, Hegel, Maggie, Becky and Joy
	FJU International Students' Prior Knowledge and Experience of Some Taiwan's Most Unusual Foods	Grace, Enid, Kent, and Apple
	The New Thriving Beliefs in Modern Taiwan Society: A Case Study of "Mei-Hua Master"	Peggy, Cathy, Lily and Chelsea
Group C	The Reasons of Taiwanese Students Studying Abroad v.s. The Reasons of International Students Studying in Taiwan	Ivy Liu, Jeff Liu, Trista Lin and Vicky Fan
	Local Novels v.s. Translation--A Case Study of Fu-Jen English Major's Preference in Reading	Amy Lin, Andre Wu, Chris Chang, David Sheu and Krista Kao
	The Impact of Ma-Ke-Inu (敗犬) Phenomenon on the Changes of Consumption Marketing in Real Estate Industry	Sandy, Pipi, Jenni and Wendy
	Foreign Brides: Difficulties in Educating the Next Generation	Echo Wang, Lee Chen, Tina Liaw and Una Wang
Group D	Facebook: Connection or Addiction?	Debbie, Yvette and Joby
	Mask Magic	Leo, Carlos, Chanel and Romina
	Why do Taiwanese people like their fortune to be told, superstitious or insecure?	Lisa, Rina, Sharon and Silvia
	Taiwanese college students' level of concern for international news	George, Michelle, Pova and Renee
Group E	Negative impacts caused by social online-communicating utility on FJU students--Facebook as example	Zoe, Kenton, Ting Ting and Cloe
	Coffee and College Students: A Case Study of FJCU's and NTNU's.(師大) English Majors	Ann, Amy, Joyce, Doris and Melody
	Factors of Fu Jen English Majors' Choice of Commuting	Stella, Kevin, Joyce, and Ruth
	Is an all-English language institute a better place for children to learn English?	Joycelyn, Angela and Andy

Spring 2010: RP Convention

6/1 (Tuesday)

Classroom	Presenters	Section	Topics
LA306	Tao, Yvette	(D)	
	Liao, Tina	(C)	"Military Power Out, Soft Power In."
	Chen, Stella	(E)	"Cooperative Teaching Team in Pre-school English Institute: A Case Study."
	Huang, Joby	(D)	"Online Language Learner Environment: Case Study of Youtube."

LB003	Huang, Tiffany	(A)	“Does Birth Order Affect the Personality?”
	Yeh, Enid	(B)	“Negative Influences TV Brought to Pre-school Children.”
	Chang, Ann	(E)	“Preschool Children English Learning Results in Cram Schools.”
	Dong, Michelle	(D)	Insert New Teaching System to Taiwan’s Education: Cultivate Taiwanese Children Thinking Ability
LB306	Pan, Ruth.	(E)	“E-Books: A Close look at the Differences between Reading Paper and Electronic Books.”
	Kao, Krista	(C)	“Is iPhone Necessity or Vanity?”
	Lin, Irene	(B)	“Good Gossips Make Lives Better: The Positives Ideas on Social Gossips with its Multi-functions of Enhancing Pleasant Human Relationships.”
	Hung, George	(D)	“Willingness to Communicate of Foreign Students.”
LA302 (Video-recordings)	Lin, Pipi	(C)	“An Increase in the Minimum Wage Won’t Benefit Poor Workers.”
	Tsai, Amy	(E)	“Is NGO More Efficient than the Government in Rescue Operations?—A Case Study of Tzu Chi.”
	Lo, Jay	(B)	“Rock Music: Culprit or Scapegoat for Drugs?”
	Wang, Angela	(A)	
LA202	Liu, David	(A)	“Sport Marketing Strategy: A Popular but Risky Marketing Strategy.”
	Lin, Trista	(C)	“The Impact of Web Blog on Restaurants Revenue.”
	Tang, Apple	(B)	
	Juang, Carlos	(D)	“The Impression toward Women Smoking. ”

6/4 (Friday)

Classroom	Presenters	Section	Topics
SF901 (Video-recordings)	Chou, Judy	(B)	“Does Fair Trade Really Matter to the Coffee Retailers? Taipei in Context.”
	Liu, Clara	(A)	“Milk Advertisements Reinforce Myths about Milk.”
	Sheu, David	(C)	“The Surveillance in Lolita and The Collector.”
	Lin, Romina	(D)	“The Attitude to Defectiveness in the Modern Society in Mina Loy’s Poem.”
LB003	Cheng, Debbie	(D)	““Don’t panic, English Teachers!”--The Difficulties of Both Native English Speaking Teachers and Non-Native English Speaking Teachers in Taiwanese Kindergarten and the Possible Solutions to the Problems.”
	Su, Angela	(E)	“Teaching English with Eric Carle’s Picture Storybooks: A Case Study.”
	Wang, Echo	(C)	“A Successful Explorer: Neddy Merrill in ‘The Swimmer’.”
	Li, Peggy	(B)	“The Hope of Laborers in Developing Countries: Co-existence of Globalization and Anti-Globalization.”
LA302 (Video-recordings)	Hsu, Grace	(B)	“Crossover – A New Trend of Art Form Cross the Boundary in Classical Music.”

	Chen, Jocelyn	(E)	“How Do Cell phones Influence Adolescents’ (Junior High Students).”
	Chang, Chris	(C)	“The Kite Runner and Atonement: Betrayal and Redemption.”
	Lan, Amanda	(A)	“Hollywood Comedy vs. Theory on Comedy b Aristotle.”
LB301	Chloe, Chow	(E)	“The Facebook Effect: FJU Students’ Use of Facebook in Computer-mediated Communication (CMC).”
	Chiang, Jeff	(A)	“Violent Video Games as a Recreation.”
	Fan, Vicky	(C)	“Suiting the Remedy to the Case: Real Cruxes of NHI Financial Crisis.”
	Lin, Renee	(D)	“Mother-Daughter Relationship and Self-Identification Process in The Woman Warrior.”
LA204 (Video-recordings)	Yeh, Cedric	(A)	“Challenge to Men’s Conventional Profile—Metrosexual.”
	Su, Joy	(B)	“Myth of Losing Weight”—A Case Study of College Girls in Taiwan”
	Huang, Chanel	(D)	“The Ethnic Diversity in the Fashion Industry.”
	Hung, Joyce	(E)	“College Girls’ Cosmetics Consumption Habit.”

6/8 (Tuesday)

Classroom	Presenters	Section	Topics
LA306	Lin, Kent	(B)	“A Study on Language Learning Strategies in EFL Context in Taiwan.”
	Chan, Kenton	(E)	“The Language Analysis and Suggested Improvement on Public Chinglish Slogans.”
	Lee, Chen	(C)	“Allowing Students from Mainland China: A Temporary Solution Or A Long Term Plan for Saving Taiwan’s Higher Education?”
	Cheng, Zoe	(E)	“Judge Novels by Their Cover—Book Cover Design of 15 Popular Novels.”
LB003	Lee, Cathy	(A)	“Breaking the Myth: To Learn from Cockroaches.”
	Bai, Tina	(A)	“Myth of Being a Model.”
	Lin, Amy	(C)	“Lessons from Disney Princesses: ‘Hero Archetype’ in The Little Mermaid, Beauty and the Beast, and Aladdin.”
	Chen, Pova	(D)	“Media Representation: The Stereotypes of Women in Taiwanese Trendy Dramas.”
LB306	Lu, Cathy	(B)	“Life or Death: The Rationality of Euthanizing Stray Dogs in Taiwan.”
	Chou, Sherry	(A)	“Marketing Strategies Drive Shopping Urge.”
	Tsai, Hegel	(B)	“Punk: A Brief Spark in Mainstream.”
	Wu, Andre	(C)	“The Necessary Evil: Villains in Disney Animated Films.”
LA302 (Video-recordings)	Li, Andy	(E)	“ECFA: An Economic Issue, not a Political Issue.”
	Huang, Wendy	(C)	“Buskers’ Survival in Taiwan: A Study through the Audience’s Response.”
	Jian, Leo	(D)	“Chinese Heritage Students’ Curriculum Design in Teaching Chinese as a Second Language.”
	Li, Lisa	(D)	“Taiwanese College Students’ View On The American Dream: The Pursuit of Happiness or Illusion?”

LA202	Chen, Silvia	(D)	“Secrets of Perfume’s Enduring Popularity.”
	Lin, Ashley	(A)	“The Smell of Seduction? Men and Women’s Points of View Toward Perfume.”
	Hsu, Joe	(B)	“The Relationship Between Personal Trait and Horror Film Viewing Behavior.”
	Hsu, Doris	(E)	“The Interaction between Open Space and Youth Subculture in Ximending.”

6/11 (Friday)

Classroom	Presenters	Section	Topics
SF901 (Video-recordings)	Hsu, Chelsea	(B)	“The Origin of Religion is Sense of Guilt.”
	Zheng, Sharon	(D)	“The Interpretation of Dreams in the East Asian Culture.”
	Chang Liao, Tingting	(E)	“The Relationship between Symbols and Illustration in Babette Cole’s Children’s Books.”
	Lee, Christine	(A)	“Hollywood Movies, A Major Way to Promote America: Effective or Not.”
LB003	Jeng, Melody	(B)	“Visible and Invisible in a Film—A Case Study of ‘Hear Me’.”
	Chang, Willa	(A)	“The Importance of a Room for Women’s Writing in Virginia Woolf’s ‘A Room of One’s Own’.”
	Lin, Melissa	(A)	“Bulimia Nervosa: Stop Bingeing; Crazy People!”
	Lin, Maggie	(B)	“Dietary Habits of College Students Lodging Away from Home.”
LA302 (Video-recordings)	Cheng, Fairy	(A)	“Be Beautiful in Any Size--Plus Size Model.”
	Chang, Constance	(A)	“Sustainable Fashion—An Oxymoron.”
	Liu, Tung-Lin Jeff	(C)	“Globalization and Forest: A Cross-national Analysis.”
	Lin, Jenni	(C)	“Readmission in the United Nations as Taiwan’s Sole/Single Diplomatic Goal?”
LB301	Chang, Sandy	(B)	“I Hip Hop, Therefore I Am.”
	Wang, Una	(C)	“Who Kills Willy Loman?”
	Liu, Wendy	(B)	“The Potential Perfume Market for Males in Taiwan.”
	Shen, Rina	(D)	“Classical Crossover: How Do Taiwanese People Perceive the Genre of Music?”
LA204 (Video-recordings)	Lin, Lily	(B)	“Product Placement Marketing on Taiwanese Trendy Dramas and Its Impacts on Audience.”
	Liu, Ivy	(C)	“Mon Ga Aftermath: Attitude toward Gang Culture among Junior High School Students in Taiwan”
	Chen, Shirley	(A)	“Prophet—One who Foresees the Future or Merely a Sensationalist.”
	Wang, Becky	(B)	“The Application of Picture Book’s Influence on Language Ability to Distance Learning.”

Fall 2010: SOAP

	Title	Presenters
Group A	The Necessity of Cohabitation & Privacy in Love Relationship on College Campus	Jeff, Winni, Chloe, Karia
	Reasons behind the indifference of society	Elle, Penny, Pin
	Gossip news in Taiwan	Giselle, Iris, Cherry, Kevin
	College students' affection towards afternoon tea in Taiwan.	Albee, Jocelyn, Natalie, Renee
Group B	How Taiwan Appeals to the Foreign Youth—with Students from the FJU Language Center as an Example	Evita, Hubert, Danny, Yeat
	The Impression of Taipei City from College Students Who Are Currently Living in Taipei	Betty, Shirley, Tong-Ann, Debbie, Tony
	A Study of the Choices of Part Time Jobs Among the English Major Students in Taipei	Ann Huang, Connie Kang, June Liu, Mint Chen, Sophia Soong
	A Way to Fulfill A Dream? Exquisite coffee Shops in Taipei	Tina Lee, Dorothy Leong, Lydia Chen, Rita Lin
Group C	Why people don't get married nowadays?	Tracy, Agatha, Iris, Arica
	PTT's influence on college students.	Sherlyn, Lily, Jenny, Tony, Emille
	Value of politeness by younger and older generation.	Joyce, Chris, Ellen, Bailey, Rita
	What the heck!?! Foreigner's view of Taiwan.	Esther, Emily, Sophia, XRay, Eva
Group D	Why is this Apple so special: Why are Windows users switching to Apple?	Cindy, Sarah, Vivienne, Edee, Jocelyn
	Why does the Taiwanese youth read so little?	Jessica, Harriet, Jasmine, David, Jerrel
	Why is Facebook gradually taking the place of blogs?	Jennifer, Felicia, Tina, Betty
	Objectification of women in entertainment TV programs	Valerie, Ann, Vicky, Sharon Chiu, Sharon Tsai
Group E	Female Taiwanese college students' views on Internet shopping versus traditional shopping	Lee, Jenny, Sandy, Vanessa, Abigail
	Why do foreign students choose to study Chinese in Taiwan rather than in China?	Derek Wang, Mavis Lin, Joyce Wu, Vivian Chen
	Students' views on the prohibition of smoking on FJU campus: a case study	Christy Huang, Lia Hsu, Mandy Hung, Tiffany Lin
	Why do many Taiwanese women choose to remain singles nowadays? A comparative analysis of the views between Taiwanese females in their 20s to 30s versus those in their 40s to 50s.	Leo, Susan, Rachel, Ted

Spring 2012: RP convention

Day 1: May 27

Classroom: LA306

Presenters	Section	Title/Abstract
Kevin Lan	A	
Debby Lin	B	<p>"Please See Us Upside Down"</p> <p>The controversies of the attitude of the youngsters who were born after 1980s have been already argued by many magazines and reporters since few years ago. However, with more youngsters who were born after 1990s starting to step into the career world, it is time for the employers to begin putting their trust on the "7th graders" and even let them take over the business. In this research paper, I will not only talk about the complaints of the employers regarding the "7th</p>

		graders,” but discuss some traits which the E-generation youngsters possess but cannot be accepted by the employers. In addition, I will also show some examples on how the youngsters take advantage of their traits to succeed in the career. The purposes of this research are not only to persuade the employers that they should see the youngsters in different ways but also inform youngsters in general how they can use their advantages and conceal their shortcomings to become successful.
Ted Chang, Leo Wu	E	“Investigation on FJU Students’ Internet Addiction” Nowadays, the use of Internet has been a must for almost every human who lives in the modern world. However, it causes some negative effects, and one of them is a syndrome called “Internet Addiction Disorder (IAD).” The purpose of this study is to investigate whether the IAD is an issue for FJU students, its physical and mental impacts on the FJU students, and to discover other possible types of the IAD in addition to those that are already identified in previous studies. The researchers surveyed more than 30 students on FJU campus. It is predicted that except for a few abnormal cases, FJU students are mostly not suffering from the IAD.
Edee Chen	D	“Film Revival: The Growing Market of Film Cameras in Taiwan” Few years ago, Polaroid, the most famous instant film company, claimed that they were going to stop manufacturing instant films. It made people started paying attention on film camera market. Based on the interview with a film camera repair store owner, the market did rise in the past few years. My purpose of this paper is to find out what triggers the growth of the market. I roughly divided film cameras into two categories, which are Lomo and Vintage cameras, and came up with a hypothesis to explain this phenomenon. I designed an online questionnaire and delivered to ninety eight camera users, and interviewed users using both cameras, and got basic information from the questionnaire. As for the interviewees, I asked more complicated questions. By analyzing the results and comparing with my hypothesis, I figured out the possible reasons of the growth of film market in Taiwan.

Classroom: LB003

Presenter	Section	Title/Abstract
Sally	C	“Which Animation is More Successful: Walt Disney or Miyazaki Hayao?” Though Disney has occupied the market of animations for quite a long time, and it has led the main stream of animation industry, Miyazaki and his sweet little characters remain impressive and adorable as time goes by. Miyazaki may not be a household name in the United States the way Walt Disney is. But the two rank very close in terms of their contribution to animated filmmaking. Therefore, I do a research on if people watch animation of Disney and Miyazaki, which they would prefer and the reasons of their choice. By comparing the conclusion of questionnaire and interview, in the aspect of content, audience, and marketing to find out which is more successful nowadays.
Chole Chan	A	“The Prize of Being Beauty—Takes Foot Binding as an Example.” Foot binding is an old Chinese tradition which modern people always have a negative impression on. However, most of the experts who study foot binding are men; therefore in this research, I discuss foot binding from a female point of view. This paper will show the reason why ancient female are willing to go through pain to keep the tradition, while modern female insist on wearing high-heeled shoes even this make them hurt.

Tong-Ann Sytwu	B	<p>“Stop Making Stereotypes of Cats.”</p> <p>Generally speaking, cats have a negative impact on most people: stereotypes concerning wickedness, indifference, villainy, impaired social skills, and singleness are frequently associated with cats themselves and their owners. Through surveys and individual interviews, the above assumption is confirmed. However, according to the self-collected data, there is a rising group of people who thinks positively of cats and cat owners. What’s more, among those who don’t think negatively of cats, different age groups still hold varied opinions. In sum, their positive impression on cats were derived from their knowledge of cats or from their acquaintance with cat owners. That is, through mutual understanding, cats and their owners may no longer be stereotyped. Thus, to fully understand one’s nature is important before judging them.</p>
Lily Wang	C	<p>"Playing With Your Foods."</p> <p>As the technology advances in today’s society, human beings have been turning many impossibles into possible, and “playing” with our foods should not at all be surprising. Genetically modified (GM) foods, though not a novel technology, have been rapidly developed within recent years. With GM foods many global problems can be tackled; however, challenges exist for the actual practice. Therefore, with sixty questionnaire data collected, people’s general knowledge and acceptance of GM foods will be discussed in this paper by specifically examining the case in Taiwan.</p>

Classroom: LB301

Presenter	Section	Title/Abstract
Tony Wong	C	<p>"Is Jury System Fit in Taiwan Society?"</p> <p>“Dinosaur Judges” phenomenon somehow shows the deficiency of the recent legal proceeding system in Taiwan. Recently the legal proceeding system used in Taiwan is called “Civil Law”, which is one of the two major legal systems applied in the world. The other one is called “Common Law”, which features in forming juries to help the judges making decisions. A jury system is a group of people who are selected randomly from local residents to join the judgment of local trials. In the countries which applied jury system, every adult has the duty to join jury system if chosen by the government. The advantage of forming jury system is that the judges can refer to others’ opinion when making judgments; therefore, they would be less likely to make improper judgments. Nowadays, the jury system is mostly used by western countries such as England, France and the United States. However, there are still some places in Asia which are using jury system, like India and Hong Kong. In 2009, Japan started to use jury system in their courts, too. This research investigates the suitability of having the jury system in Taiwan, though it appeared applicable in the adjoining places.</p>
Ann Liu	D	<p>“Judge a Book by Its Cover: Book Cover and Its Sale.”</p> <p>Most people think they choose a book based on its content; however, their decision is frequently swayed by the cover. In fact, there is a growing trend of book cover design nowadays. In addition to a work of art, the cover design is also a marketing strategy which can capture buyers’ attention and potential readers. With preliminary survey, interviews among young adults and other sources, this paper reveals how much a book cover affects readers and buyers. The aim of the research focuses on how powerful the cover design influences the image of books and provides detail guidelines for writers, publishers, editors and even just book-buyers.</p>
Sophia Soong	B	<p>“Philanthropy Within Reach: An Evaluation of Mobile Giving.”</p> <p>Mobile giving, namely donating via text-messaging, is the</p>

		cutting-edge of philanthropy in the 21st century; however, since it is still developing in the nascent stage, the program demands refinement inevitably. This research first provides an overview of mobile giving, synthesizing from its background development to the actual operation, including the pros and cons from donors and charities' perspectives. Based on higher popularity of mobile giving among the younger generations, the second part of the research is the case study of Taiwanese youngsters' attitude toward this new channel of donation in order to come up with concrete direction of improving the system.
Natalie Lu	A	"The Secret Behind Harry Potter's Popularity." Since the first publishing of Harry Potter series, the clear images of the "Magic World" have hit people all over the world. However, aside from the exciting story line itself, there are still many elements and facts that would lead to the success of this series. By searching and analyzing the secret behind the series' popularity, it would be found that Harry Potter series is not just a fantasy novel. At the same time, the reason why people are fascinated by it would also be connected and revealed clearly to the readers of this paper.

Classroom: LB306

Presenter	Section	Title/Abstract
Chris Yang	C	"Bildungsroman, Sacrifice and Death in Wilde's The Happy Prince and Other Tales: Discussing its Themes and Functions." In Children's Literature, normally we do not expect a sad storyline, and most authors avoid writing about death. Fairy tale, one of the major genres in Children's Literature, tends to have happy ending. However, Oscar Wilde boldly writes about death and tragedy in his fairy tale collection The Happy Prince and Other Tales. The collection composed of five tales— The Happy Prince, The Nightingale and the Rose, The Selfish Giant, The Devoted Friend, and The Remarkable Rocket— is wildly translated into different languages and has been dramatized, adapted in every possible medium. Because of Wilde's life in dramatic outline, many critics often link Wilde's works to his life. However, this research is to explore the themes focusing on the possible symbolic meanings and functions behind those tragedies Wilde may imply.
Lydia Chen	B	"Supporting Tabooed Children's Books--Children's Right to Read Books about Homosexuality" Issues regarding homosexuality have already been widely discussed for a long time. However, when the concepts of homosexuality combine with children's picture books, that makes the subject more sensitive and controversial. Some parents agree to allow children acquiring information about homosexuality since homosexuals do exist in today's society. Nevertheless, there are parents who are strongly against the idea having children read books related to homosexuality because they think it's inappropriate for kids at such young age. Therefore, the question is raised in this report of whether children should read picture books with stories on homosexuality. After in-depth interviews with six interviewees whose children are under 12 years old, we conclude that nowadays parents are more willing to let children read picture books concerning homosexuality but they would like to read the books first to evaluate their qualities.
Bailey Chen	C	"The Subversive Message of Roald Dahl's Matilda and the Educational Suitability." Despite the enormous popularity of Rolad Dahl's children's books, many of them are fiercely criticized due to the subversive nature his works project. This literary study aims to explore two major charges — thematic and stylistic — leveled against Dahl through the discussion of the particular book Matilda. The thematic challenge is examined

		through (1)the similarity of plot between Matilda and Harry Potter Series , (2) Matilda as modern fairy tale and the educational values of such genre, as well as (3) the convention of children’s literature. This study investigates the stylistic accusation against Dahl’s works by analyzing the appropriateness of the use of black humor in Matilda, with evidence of studies that have done concerning children’s comprehension of humorous irony and of the increasing demand for realism in children’s books. The result of the study acknowledges the educational suitability of Matilda.
Vicky Lan	D	Recreational works appear to be a popular genre of reading in last few decades. Boy’s Love (BL) is one of the minor categories under recreational works. Though it became popular among readers, BL is still a confusing concept to most of the general public. The purpose of this research project is to find out the exact definition of BL since often times BL is confused with homosexual easily. With the view of BL story lover, I want to find out the elements that draw recreational works writers’ attention and motivate them to write stories. In this project, interviews are given to the participants along with the information from some published papers.

Classroom: LA302

Presenters	Section	Title/Abstract
Sandy Chen, Rachel Hsieh, Jenny Kang	E	<p>“Does Attending EFL Cramming Schools at a Young Age Help Improve Taiwanese Students’ English Skills in High School?”</p> <p>As the number of EFL cramming schools has been increasing, and the age of attending EFL cramming school has been decreasing, we can tell that nowadays parents take English learning more and more seriously. Thus, we examined whether attending EFL cramming schools at a young age helps improve children’s future English proficiency. The participants in our survey were high school students. We evaluated their English proficiency in four aspects (listening, reading, writing, and speaking) based on their grades in the basic level of GEPT (General English Proficiency Test). According to the results, we discovered that attending EFL cramming schools at a young age does not have apparent influence on the children’s English proficiency in high schools.</p>
Ellen Hsiao, Jenny Huang	C	<p>"Challenges that Native-Speaker Teachers Find in Teaching English in Taiwan ."</p> <p>With the notion of English as one of the major international languages in the world, native-speaker teachers of English are highly in demand in Taiwan’s private language schools. Although native-speaker teachers’ English skills are unquestionable adequate to teach children’s English, their skills and challenges in teaching English in Taiwan are in less consideration for private language schools. Without a more formal system to resolve native-speaker teachers’ challenges, the result of children’s leaning is greatly concerned. This paper discusses the challenges that native-speaker teachers find in teaching English and actions that can be taken to improve their problems. We have conducted ten interviews with native-speaker teachers who have taught or are currently teaching in private language schools in Taiwan. The analysis found that their challenges in teaching English subject lies mainly in grammar teaching. Other difficulties such as over-crowded classroom and dealing with lowly-motivated students are also mentioned. The ten interviewees and experts in education suggest various methods to improve the environment of English learning. These findings are greatly valued as they could be an important source for private language schools in Taiwan to assist their native-speaker teachers and thus ameliorate children’s learning result.</p>

Day 2: May 31

Classroom: LA306

Presenters	Section	Title/Abstract
Tong Wang	B	"Astrology Does Work!—Using Astrology to Plan Our Future." Astrology nowadays is commercialized and simplified, so many people still treat astrology as an entertainment usage. However, astrology is indeed a logical divination system which is based on the precise calculation of planets movements. Therefore, by understanding the theory of astrology more clearly, you would consider it as a useful tool to give you an accurate predictions and personal life advices when you needed.
Felicia Yang	D	"Sponge Bob Square Pants: The Unveiling of Social Behavior." The popular animation Sponge Bob Square Pants brings entertainment to people around the world. However, there is not only entertainment in this cartoon but also serious reflection on social phenomenon and issues. The motivation of this research paper is to unveil the issues. In this paper, there are two major directions explored in this cartoon: the arguable relationships among different social classes/positions and the controversial social issues. The methodology is to select the targeted series and use the relevant real events/ideas to find out the messages which the cartoon tries to convey except for its entertainment. The result of this paper discloses the serious perspective to view this entertaining cartoon.
Lee Chen, Christy Huang	E	"Factors that Cause Children's Obesity in Taiwan." Children's obesity issue in Taiwan has posed a strong threat on children's health and their self-esteem. More attention should be paid on this issue to solve the problem. The purpose of this research paper is to find the possible factors that cause children's obesity in Taiwan through surveys and individual interviews. The paper surveyed professionals in the medical and academic fields as well as parents and children. It is predicted that factors such as lifestyle changes, the increase of daily sedentary activities, and diet are the primary factors causing children's obesity in Taiwan nowadays. The paper also gave constructive suggestions to solve the problem of children's obesity in Taiwan.

Classroom: LB003

Presenters	Section	Title/Abstract
Dorothy Leong, Tina Lee	B	"Should We Pay for Online Video Services?" This paper begins with a brief introduction to what internet piracy is in accordance to online video services, with samples from the general public of how many people uses free-of-charge online video services, and how many people identifies internet piracy as a major threat to not just the movie industry, but also to the global economy. Then I will bring forth the possible problems and critical issues caused by internet video piracy and demonstrate how it could be discouraged greatly by regulating online video services that are "free-of-charge" to "user-charged". I believe that if the majority supports and upholds this idea, then there might be a significant decrease in movie piracy, and perhaps even affect other kinds of internet piracy.
Tracy Lin	C	"Does Bilingual Kindergarten Influence Children's Interests in English?" English is known as the international language. Learning English for Taiwanese is as important as learning their mother tongue, Chinese. Although the tuition of the bilingual kindergarten is expensive, Taiwanese parents' are willing to let their children learn English in an

		early age. However, one may wonder if children learn a foreign language in a young age may affect their interest in English. Or is it another pressure in studying? The data collected through the interviews and questionnaires show the parents' and the students' concern and perspective of attending bilingual kindergarten. It is essential that people have multi-languages nowadays; this research attempts to find out how big the influence may have on children's learning a foreign language in young age.
Connie Kang	B	<p>“Organ Donation: Keeping the Gift of Life Alive.”</p> <p>Organ donation is a way to save people's lives; not only keeping people alive but also a good deed. Organ donation takes healthy organs and tissues from one person for transplantation into another. Experts say that the organs from one donor can save or help as many as 50 people. Some people are willing to donate their organs to help people in need when they pass away while some are not. There are some myths of organ donation that make people hesitate to donate. This paper tries to clarify those myths and to show college students in Taiwan think about organ donation.</p>

Classroom: SF310

Presenter	Section	Title/Abstract
Iris Kang	A	<p>“Dorian Gray: the rebellion to the middle class and gender binary in Victorian England.”</p> <p>Oscar Wilde received several criticisms against his novel The Picture of Dorian Gray for the hedonistic way of living and the distorted morality portrayed in the story. In his response to those critics, he suggests that people should simply appreciate the beauty of the art work without relating it to morality, which relates to the estheticism motif “Art for Art's sake.” However, the main character Dorian Gray in the novel shows something more than being the symbol of beauty. By portraying Gray's androgynous gender image and the contempt for the middle class, Wilde showed his discontent with the Victorian England.</p>
Jerrel Lai	D	<p>“Discuss Effectiveness of the United States through the Case of Libya”</p> <p>This year, under the Jasmine Revolution, there are more and more Middle East countries breaking out with anti-dictatorship protests. Libya is one of the Middle East countries under this revolution. However, instead of following the breakdown of the Egyptian government, the president of Libya took military action against protestors without mercy.</p> <p>The aim of this research is to determine whether the United Nations (UN) is an effective international organization through the actions and sanctions that the UN put on Libya. The method is to examine people's opinions using a questionnaire and the percentage of the goal-achievement of the UN in Libya. Fifty participants from Taiwan and foreign countries answered the questionnaire.</p>
Emily Huang	C	<p>“The Trend of Having Health Supplement in College”</p> <p>Nowadays, there are more and more kinds of health supplement available in the market. This phenomenon uncovers consumers' understandings of the import effect the health supplements bring to their health and the lack of food nutrition from their environment. As we know, most university students are regular out-eater. Therefore, it is a common phenomenon that the students lack in food nutrition. They may take health supplement to complement those lacks of nutrition which cannot be adsorbed from food. Moreover, there are many different types of health supplement such as Calcium, Vitamin C and so on. In addition to making up the nutrition the students lack, outside-beauty is emphasize so highly in our society; therefore,</p>

		students would pay more attention to how to improve their appearance to be better by those health supplement such as collagen. In the research report, I administered questionnaires to 80 college students and interviewed 25 students. According to these data, I found that it is not only female but also male who pays lot of attention on taking health supplement. Also, there are some other reasons which make college students to take health supplement. The finding has shown that health supplement has become a daily necessity in our society.
Ann Huang	B	"The True Humanistic Power in 'Pan's Labyrinth'." As a fantasy story, the Spanish movie "Pan's Labyrinth" (English title) combine the real world with a fairy-tale-like world. However, rather than merely a bedtime story, "Pan's Labyrinth" actually provides a chance to look into human being's potential mental power which fight for the positive humanity when we confront hardships in the real world. The paper aims to discuss the situations offered in the movie, in which the positive humanity is challenged by both real world and fairy-tale world. From the characters' struggle and endeavor, the paper would discuss public and individual rebelling force under historical Fascism tyranny, female voices under the patriarchal society, and the true meaning of braveness, self-sacrifice, and love.

Classroom: LB306

Presenters	Section	Title/Abstract
Jessica Yang	D	"Women Cooking for Men and Yoshimoto Banana's Literature" It is generally accepted that women tend to home economics while men worked. Ever since WWII, however, feminism began to develop, and many started to challenge traditional gender roles. Even so, in modern society, it seems very common that women are still willing to do many domestic duties in a relationship. In renowned Japanese writer Yoshimoto Banana's short stories, mainly "Kitchen" (Parts I and II) and "House of the Ghosts," the female protagonists seem to revolve their lives around food and cooking. This paper is a discovery of the closely interwoven, delicate and strangely intricate relationship between women, food, and love.
Danny Lo, Hubert Tsui	B	"Should We Pay for Online Video Services?" This paper begins with a brief introduction to what internet piracy is in accordance to online video services, with samples from the general public of how many people uses free-of-charge online video services, and how many people identifies internet piracy as a major threat to not just the movie industry, but also to the global economy. Then I will bring forth the possible problems and critical issues caused by internet video piracy and demonstrate how it could be discouraged greatly by regulating online video services that are "free-of-charge" to "user-charged". I believe that if the majority supports and upholds this idea, then there might be a significant decrease in movie piracy, and perhaps even affect other kinds of internet piracy.
Jennifer Lin	D	"Man propose, God disposes?--- An analysis about the virtues of Heroes who struggle against Destiny." Greek Mythology is combined with vivid stories about the interaction between mortals and the gods. Sometimes readers may notice that most of the impressive stories are about how human struggle against gods. During these struggles, the precious human virtues would appear at the same time. As a result, this paper will analyze some famous heroes like Hercules and Odysseus then demonstrate the human virtues in these stories. Finally, we can prove that "Man proposes, God disposes may sometimes be wrong since it's possible for a hero with virtues to dramatically defeat the irresistible power.

Classroom: LA302

Presenters	Section	Title/Abstract
Eva Chiang, Sophia Lo	C	<p>"Native Speaker Teacher and Chinese Teacher: Which One Is Better in Terms of Classroom Anxiety?"</p> <p>In the field of teaching English as a foreign language, the debate of whether Native Speaker Teacher (NT) or Chinese Teacher (CT) is more helpful for students has been paid attention for years. Both NT and CT have their advantages in teaching, and this research aims to explore this issue to find out the extent to which NT and CT affect students' willingness to communicate and reduce their anxiety of speaking. To collect data, we did the observation in both NT and CT's English classes and interviewed 20 students, including students from the English Department (5 people) and other departments (15 people), to further understand their willingness to communicate and anxiety of talking in class. Our hypothesis is that NT would create a more relaxing classroom atmosphere than CT. On the other hand, the code-switching method would be a great advantage for CT.</p>
Many Huang, Susan Wang	E	<p>"How Do Cramming Schools Affect Upper Grade Elementary Students' Social Life, Academic Performance, and Attitude toward Learning?"</p> <p>Since cramming schools in Taiwan are so popular, it is necessary for us to investigate its impacts on students. In this study, we examined the impacts of cramming schools on elementary school students' social life, attitudes toward learning, and academic performance. We surveyed 50 fifth and sixth graders in Hsin Chu City, 20 parents, and 20 teachers to find out their opinions on the issues we investigated. Furthermore, we interviewed some parents and teachers we randomly selected from our survey samples. It is predicted that students who attend cramming schools will perform better overall in school due to the pressure they receive from their cramming school teachers, and more time spent on doing homework at cramming schools.</p>
Betty Lin	D	<p>"On-line shopping: new consumption mode."</p> <p>Due to financial factors, more and more people nowadays prefer stay at-home shopping rather than regular shopping. People spend less money by on-line shopping and watch DVDs or comic books at home. With the increase of unpaid leave and unemployment, many people choose to make money at home and have their own business on-line. I would like to make a research about on-line shopping. I'm interested in the field of stay at-home economy, especially on-line shopping. I want to find out how on-line shopping influence people's lives or it may one day take place of regular shopping. I collected 50 questionnaires in order to find out the reason why people would like to shop on-line instead of regular shopping.</p>

Day 3: June 3

Presenters	Section	Title/Abstract
Shirley Fang	B	<p>"Let's Replace Coffee with Tea."</p> <p>Have you ever noticed that there are more and more people holding a cup of coffee when walking in street? What may be the causes of this phenomenon? Is it resulted from the action that can make them have the fantasy of believing they're as fashionable as the Hollywood stars? In addition, are these people aware that coffee will do harm to our body? Then why don't they drink tea, the most commonly consumed beverage in the world, instead of coffee since tea offers more health benefits? By data collection through questionnaires and interviews, this paper attempts to show people's drinking habits of coffee and tea in Taiwan and persuade people to drink tea instead of</p>

		coffee.
Lia Hsu, Tiffany Lin	E	<p>"Corporal Punishment for elementary students: An analysis on the pros and cons in students' academic performances and social skills."</p> <p>Since 2006, the law has officially banned the use of corporal punishment in schools I Taiwan. Nevertheless, there are still many diverging views on the use of corporal punishment. Therefore, this research paper aims at examining the impact of corporal punishment on Taiwanese elementary students regarding their academic performance and social skills. We surveyed fifty elementary students and interviewed four experts in the related fields. It is predicted that corporal punishment will help improve students' academic performance and behavior; however, it will also cause negative emotions. Students' social skills will also be affected.</p>
Vivienne Wang	D	<p>"The ABO Blood Type, to Believe or to Debunk."</p> <p>It is estimated that 75 percent of Japanese people believe blood type can determine personality (D'Adamo and Whitney, 2001). In Taiwan, however, blood type issue still prevails as a result of the significant influence which affected by Japanese culture. This study investigated how Taiwanese college students consider the relationship between blood types and personality through the Five Factors Model and figure out whether blood type and people's personality are correlated. There are 100 Taiwanese college students included in questionnaires. Based on the previous researches, I predicted that Blood Type A individuals have higher proportion on Agreeableness, Type B individuals have higher proportion on Neuroticism, Type O individuals have higher proportion on Extraversion than other blood types, and Type AB individuals have two different characteristics between Type A and B.</p>

Classroom: LB003

Presenters	Section	Title/Abstract
Jeff Huang	A	<p>"Zen: an Oriental Minimalism? —A Case Study in Daily Object Design."</p> <p>Among current design styles, consumers tend to be confused by product designs based on Zen Buddhism and Buddhism. To clarify the confusion and help consumers choose the design really beneficial for them, comparison between Zen and minimalist daily object design from the aspects of form, material and color helps tell the differences. Zen design is actually much more user and environment friendly than minimalist design, which favors rigid geometrical form and artificial materials. Zen design, different from other design concepts, is full of human and environmental concern.</p>
Abigail Chau, Vanessa Liang	E	<p>"The Impact of Sexual Implications In Advertisements On The Sale of Products."</p> <p>The common strategy in advertising is to add sexual appeals to attract more attention to promote the products. The purpose of this research is to explore the rationale to use this strategy and its effectiveness. Besides integrating reports found in academic research papers, we surveyed eighty Taiwanese college participants to help answer our research questions. We predict that sexual implicated advertisements will affect the sale, but it will also depend on other factors such as the packaging of the products, their targeted customers, and the customers' attitudes towards the use of sexual appeals.</p>
Cherry Wu	A	<p>"Why Do College Students chose Apple Products?"</p> <p>As the rising of the Apple's products, there is "Apple phenomenon" beyond college students. Walking around the campus, we can see that people use Apple's products. It is really common to see that people use iPhone, iPod, Mac everywhere. However, there are some</p>

		questions. “Are Apple products really better than other companies’ products?” “Why do college students choose Apple’s products?” If Apple products are not better than other companies’ products, the reasons why they choose Apple products should be discussed. Now that Apple Company is international, “Apple” attracts college students to pursuit. The most important reason why they choose Apple products is the brand name.
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Classroom: LB301

Presenter	Section	Title/Abstract
Harriet Hou	D	<p>"Willingness to Communicate in Online Learning Platform"</p> <p>The purpose of this study was to examine if online learning platform can help increase the willingness to communicate (WTC) of foreign language learners. The subjects were narrowed down to English learners of Fu Jen Catholic University (FJU), provided that English is not the subjects’ first language. To examine this, feedbacks of students who have used the service of FJU’s English Corner (a face-to-face platform for conversation practice) and/or FJU’s Online Self-Learning Center: Conversation Room (an online platform) were gathered through interviews and evaluated; in addition, a survey was conducted to examine and analyze potential users’ willingness to use either service.</p>
Evita Chen	B	<p>"Get Married Later? Get Married Earlier!"</p> <p>Many people believe that the younger generations tend to get married later than the old generation; however, is it true? If late marriage indeed happens in this society, what are possible reasons and what will happen next? This research paper is going to investigate late marriage phenomenon by varieties of related research studies and sociological theories, think about possible reasons by surveying female college students’ attitude toward late marriage, and finally, argue that women should get married earlier for the sake of their health.</p>
Sarah Chou	D	<p>"Put on the Heels, Climb on the Hills."</p> <p>Wearing high heels can make women’s standing pose, walking gesture being rectified into a better shape. As a result, most of the people, especially male people consider the most eloquent reason for women to wear high heels and tolerate the pain it brings is because those women are all trying to increase their sexual charm so as to attract men’s attention. However, I possessed with different opinion toward the above idea. The reason which inspired me to do this topic is because I have always believed that high heels are more than the tool for women to attract men’s attention. It is also the representation of the wearer herself. My aim of this research is to prove that high heels are more than the tool to attract the opposite sex’s attention. On the other hand, it is something that can offer women strength mentally, so as to bring them confidence and make them perform well in the society.</p>
Elle Liao	A	<p>"College’s Effect: Characteristics Development."</p> <p>Lev Vygotsky, one of the most prominent psychologists, declares that social interaction plays a crucial role in shaping cognition for “children.” However, related researches for “adults” are not fully studied and focused. Therefore, people usually underestimate the effect of the environment for adults. Especially for college students, they, for unlike children, are thought to be able to decide to be affected or not by themselves. In this way, the college environment is not essential anymore. Nevertheless, in fact, college students not only absorb knowledge they learn in school but also develop their characteristics in various depending on various environments.</p>

Classroom: LB306

Presenters	Section	Title/Abstract
Agatha Pai, Arica Chou	C	<p>“Female College Student Behavior on Cosmetic Products.”</p> <p>With the changing value of the society, many female people, from younger generation to older generation, start using cosmetic products to enhance their self value and perform the best side to others. The research examines to find out which, or what kinds of cosmetic brand image may influence the consuming behavior of female college female students in Taiwan. The target of the project focuses on the female college students in Taiwan by interviewing and spreading questionnaires to collect their ideas about the topic. We found out that although there are more than half participants would choose some certain cosmetic products because of the brand image, there are still some participants would consider the price and the effect of the certain product.</p>
Mavis Lin, Virote Wang	E	<p>“The Effects of Gender Stereotypes on People’s Attitudes towards Fashion in Taiwan.”</p> <p>Gender stereotype exists in many places. This research aimed to find out if gender stereotype had any effects on people’s attitudes towards fashion, which included color preference, hair style, shoes, and make up. The researchers used photographs in their survey and distributed it to 50 respondents to investigate how gender stereotype might affect the respondents’ views on the photographs. It is predicted that gender stereotype has certain effects on people’s attitudes towards fashion. Even though it has been claimed that fashion breaks the boundary of gender, gender stereotype still has an impact on fashion itself.</p>
Jocelyn Chen	D	<p>"How Do Cell phones Influence Adolescents’ (Junior High Students)"</p> <p>The statistic shows that almost 100% of Taiwanese people own a cell phone. The age of cell phone owners are getting younger and younger, and half of junior high school students have their own cell phones. Originally, parents buy their children cell phones in order to ensure their safety; however, do the children use their cell phones in a correct and proper way? Or do they overuse their cell phones? My questionnaire results reveal that most of the junior high students would be influenced by their cell phones: some stay up late chat with their friends; some are distracted by cell phones while studying and so on.</p>

Classroom: LA302

Presenters	Section	Title/Abstract
Sharon Chiu	D	<p>"Non-challenging students in Universities from Asian Countries through Movie ‘3 Idiots’"</p> <p>Having western teachers teach us has brought out into the light that the students do not challenge professors or peers. They just submit willingly and follow instructions blindly. Many western professors encourage students to challenge and discuss more with them as well as with the peers. There are many Asian students who do not challenge professors or the system of education, they only think about getting good grades. By using the movie ‘3 Idiots’ I can show that bookish knowledge is not important. Learning is fun and that by challenging students can learn better. The evidence can be shown in the movie and also through questionnaires. I have designed questions to ask what they think about challenging professors or teachers. I will also have questions and asked those who have watched the movie to give their opinion on the way the main character challenged and succeeded.</p>

XRay Du, Iris Lee	C	<p>"The Golden Age for Bilingual Education."</p> <p>This research is primarily on the topic of the bilingual education of English and Chinese. Many parents send their children abroad in order for them to learn English but some do not know when is the most effective time to send their children abroad. In order to perform well in Taiwan's educational system, one must be fluent in not only English but also in Chinese. Therefore, the goal for studying abroad is to attain English without losing the Chinese ability. However, many of the students that returned from foreign studies often have lacking Chinese abilities. Thus, this research aims to look into different cases of students studying abroad and find out when is the best time for developing both Chinese and English abilities so that the student can excel in the college entrance examination in Taiwan. This research will look into students that went abroad at different times and with different lengths. Finally, we will use the scores of the college entrance examination as a guideline to analyze their English and Chinese abilities.</p>
Albee Hsieh	A	<p>"School Bullying Will Destroy the New Generation."</p> <p>A survey launched on the Facebook pointed out that over than 90 percent of respondents had been bullied in their school time, but the minister of the education department still considered the school bullying to be small problems, which established a model for younger generation that" violence is permitted" in the campus. Younger generation started to get used to the school bullying and cover up the seriousness of school bullying just like our minister of education department. Given the circumstance, the school bullying rate in Taiwan is even more higher than the rate of America, Korea and many well-developed countries. The minister was wrong, and the school bullying will certainly distort the concept of younger generation.</p>

Day 4: June 7

Classroom: LA306

Presenter	Section	Title/Abstract
Pin Lin	A	<p>"Modern Science – the Potential New Connection between Human and Spiritual Beings"</p> <p>Despite the current negative attitude toward superstition, disciples of Modern Science should at least allow themselves to see the existence of spiritual beings in a more affirmative and rational viewpoint. Modern Science emphasizes on evidence and careful examination. Therefore, to completely deny the existence of spiritual beings, the only way is to prove their inexistence. The inability of proving their existence in present state (the main reason for current negation) is not a rational determination because this might be caused by limitation of human biological structure and technological achievement. In conclusion, modern science ought to be the foundation for human being to reveal their world. Therefore, a rational attitude to face the possibility for the existence of spiritual beings is necessary to understand the truth beneath the largest mystery ever exist in human history – spiritual beings. Despite the current negative attitude toward superstition, disciples of Modern Science should at least allow themselves to see the existence of spiritual beings in a more affirmative and rational viewpoint. Modern Science emphasizes on evidence and careful examination. Therefore, to completely deny the existence of spiritual beings, the only way is to prove their inexistence. The inability of proving their existence in present state (the main reason for current negation) is not a rational determination because this might be caused by limitation of human biological</p>

		structure and technological achievement. In conclusion, modern science ought to be the foundation for human being to reveal their world. Therefore, a rational attitude to face the possibility for the existence of spiritual beings is necessary to understand the truth beneath the largest mystery ever exist in human history – spiritual beings.
Valerie Fu	D	<p>"Shotgun Wedding, Hasty Marriage and Cohabitation: Transition in Chinese society Recent Years"</p> <p>I want to make a research about how can new types of relationship between couples, which means cohabitation, hasty marriage and shotgun wedding these three phenomenons can show the transition of the society in recent decades. I assume to use several methods: To find many examples from Hollywood couples and famous people in Taiwan, China and Japan. Also, find some statistics to prove that this kind of phenomenon is prosperous nowadays. Moreover, search for some reports/ news coming from Times Magazine/ CNN Magazine and printed books and design a questionnaire to interview four kinds of people: Women whose age is above 40years old, young couples who lived together but haven't get married yet, people who have a shotgun wedding because of having baby and single young people aged between 15-33.</p>
Jocelyn Lin	A	<p>"The Saving and Spending Money of College Students."</p> <p>Though college students are taught from childhood to economize the expenses, they still spend money improvidently. The ways college students spending money lead to concerns on their knowledge of financial investment. Surprisingly, with first-handed survey, college students are conscious of crisis and some do spare monthly money for savings and investment. (powerpoint)</p>
Rita Lin	B	<p>"Teenagers Viewpoints Toward Body Art— Tatoos Are Not Taboos."</p> <p>In the past, tattoos were seen as qual as emblems of rebellion; most of the people tend to associate them with the idea of ganster. Nevertheless, tattoos seem to have become a popular trend in Taiwan since last decade. This research targeted at people who are aged from 15 to 18, and to find out how the youngster view tattoo. Do the youngster accept the idea of having a tattoo, or they just oppse the idea like the old generations did? Through this report, we got a conclusion that teenagers today agree that having tattoos is not a ganster-like behavior, but is a new avenue to show their specific characteristics and uniqueness.</p>

Classroom: LB003

Presenter	Section	Title/Abstract
Giselle Tseng	A	<p>"Product Placement in Blog."</p> <p>The invention of blog is revolutionary, and people do benefit much from it. The features of blog, such as easy operation, bring people much convenience in communication. Thus, the number of blog user increases quickly, and blog becomes popular among Internet users. Gradually, more and more merchants see the great commercial potential among the blogosphere. Many companies and famous bloggers secretly start the sponsorship. Moreover, these blogger may exaggerate the function of products in order to stir readers to buy them. This paper aims to reveal the misuse of blog, and warns blog readers that they may read blogs with product placement. Blog readers have their rights to know they are being advertised when they are reading blogs.</p>
June Liu	B	<p>"An Analysis on Customers' Willingness of Consumption : Effects by the Spokesperson of a Commercial "</p> <p>I want to discuss the relation between the image of a commercial</p>

		represented by a spokesperson who could be a talent, singer, actor/actress, expert, or just someone with good reputation and the customers' willingness of consumption. There are commercials everywhere, and many of them are represented by the spokespeople to promote the products. As the spokespeople vary from their reputation, professional skills, or perhaps by their appearances, the central question of this research paper would be if we customers are subconsciously manipulated by the merchants. Some of us could be misled by those spokespeople's image.
Rita Yu	C	<p>"Teacher's Perspective on Zero Corporal Education Policy -A Case Study in Taipei City"</p> <p>In December 2006, the Ministry of Education officially adopted the Zero Corporal Punishment Education Policy in Taiwan. However, in 2010, there were still 42% Taiwanese junior high school students receiving the corporal punishment from their teachers. This research paper explores the pros and cons of the corporal punishment from different perspectives and investigates fifty Taiwanese junior high school teachers by administering questionnaires on the Internet. An analysis of these questionnaires yields that 76% high school teachers disapprove this education policy due to its obscure definition of corporal punishment. Nevertheless, these teachers' rate of administering corporal punishment dramatically decreases after the legislation because more than 80% of the teachers confirm the meaning of banning school corporal punishment. In other words, we are experiencing transitional process of banning corporal punishment in Taiwan nowadays. Therefore, teachers, students and also parents have to work on this issue altogether.</p>
Renee Chiu	A	<p>"Madonna: The Breaking Rule Woman of the Pop Music."</p> <p>Everyone considers that Madonna Ciccone is a sexy, modern and confident singer. From Madonna's performances, fashion style and bold behaviors, the pop music world has changed by her. Some people say that Madonna is just a superficial singer who likes to put the sexual implication into her music. Nevertheless, Madonna is not only an audacious pop music artist; she spends her time on the charities, environmental issues and postwar orphans. Madonna puts her concerns into practice. This paper will prove that Madonna is not just a superficial singer, she is trying to use her reputation to make people concern about the world.</p>

Classroom: SF310

Presenter	Section	Title/Abstract
Tina Chi	D	<p>"How does Attending Graduate School Help Improve Future Competency?"</p> <p>Attending graduate school seems to become a trend for students nowadays. However, since many students go to graduate school just to get the higher degree in order to have higher salary, whether they can increase their competency through higher education, and how, have become important issues that are worth discussing. The purpose of this paper is to find out whether attending graduate school can really help improve students' competency and in what ways do they help the most. To get the data, I would interview ten adults who have both working experience and at least a master degree, aging from twenty five to fifty.</p>
Winni Huang	A	<p>"The Integration of Design and Business -From Customer-oriented to Design-oriented."</p> <p>Business is rational whereas design is sensitive and aesthetic. The integration of business and design stimulates the spark of humanistic design that satisfies customer's needs and wants, which is the generally acknowledged principle in marketing field, the</p>

		customer-oriented thinking. Now, it is the time that companies should use the strength of the combination of business and design to create a culture or a style that customers have never thought before. That is, companies should strive for innovating something unique and significant to users so as to benefit not only the customers but also companies themselves.
Karia Chang	A	“The Fact of Our Consumptions– Empathy Makes the Decisions.” Do consumers really know why they need to buy certain product? Do they buy simply because they like the things? Though modern consumers are very clever on buying and agree with the importance of knowing the buying motives, it has been found out that they are not actually clear about the motives and are still influenced much by advertising. Empathy, which can transfer advertising into a bridge between the consumers and the sellers to make our buying decisions, plays an essential role in consumption. This research paper is meant to explain, from scientific perspectives, how it motivates consumers’ buying decisions.
Betty Lin	B	“Juvenile Delinquency: Criminals or Victims?” Diverse as the society is, we can always see people denied by social values both in fictions and in real life; Renton in the movie “Trainspotting” (1996) directed by Danny Boyle, for instance, is an example for the former, while we have countless examples happening around us for the latter. Juvenile delinquency is seen as a pressing social problem. However, it is of great possibility that they are more like social consequences than problems among the society. The paper aims to discuss this issue in both sociological and criminological points of view.

Classroom: LB306

Presenters	Section	Title/Abstract
Vivian Chen, Joyce Lee	E	“Young Taipei Females’ Views on Body Hair Removal.” Females’ views on body hair removal have been explored in many countries except Taiwan. We surveyed young Taipei females’ views on this issue. We found that shaving is the most common method and armpit hair is the most common body hair that women remove. We found four major reasons for body hair removal. We also discovered some reasons that ranked higher than others in hair removal, and how the ranking differs between females’ first time and recent hair removal experiences. In general, our participants held neutral attitudes towards the issue of hair removal. Our research will serve as a baseline for future related studies.
Cindy Huang	D	"How Make-Up Influences Female College Student's Femininity." Many female college students wear make-up because they hope to gain confidence and feel more feminine. This research aims to find the connection between wearing make-up and femininity and what influence does wearing make-up have on female college student’s femininity. To address this question I gathered the data through interviews with 8 female college students from Fu Jen Catholic University.
Esther Lam	C	"Brand, Brag? – How College Student View of Brands in Fashion Industry." This research paper is planning to discover how the myth of luxury fashion brands works among college students. I divided the theme issue into three different parts and directions in order to do the research in more organized form. There will be data base and resources to support my hypothesis and idea, also, there would be questionnaire and interview included into the research paper for references. The first part is about what exactly the image of luxury

		fashion brands stands for in college students' point of view, the second part is the element of how college student takes in count when they want to purchase luxury fashion brand items, and the last part is to concluding the method how college student use to fulfilled the desire of buying luxury fashion brand items.
Jasmine Lin	D	<p>“Discuss Effectiveness of the United States through the Case of Libya.”</p> <p>This year, under the Jasmine Revolution, there are more and more Middle East countries breaking out with anti-dictatorship protests. Libya is one of the Middle East countries under this revolution. However, instead of following the breakdown of the Egyptian government, the president of Libya took military action against protestors without mercy.</p> <p>The aim of this research is to determine whether the United Nations (UN) is an effective international organization through the actions and sanctions that the UN put on Libya. The method is to examine people's opinions using a questionnaire and the percentage of the goal-achievement of the UN in Libya. Fifty participants from Taiwan and foreign countries answered the questionnaire.</p>

Classroom: LA302

Presenters	Section	Title/Abstract
Sharon Tsai	D	<p>“The Employee’s Actual Use of Language in English-required Local and Foreign Trading Companies.”</p> <p>My research is mainly about whether the employees in the English-required local and foreign trading company really put English into use in the workplace, and what are the differences between these two kinds of companies. The purpose of doing this research is firstly because I am an English major, and this language is much related to my future career, as well as my classmates. Working in the companies must be one of the options when we are going to select occupations after graduating from college. Secondly, English is now regarded one of the crucial element of finding a job. Therefore, I suppose doing this research could give myself and other classmates a reference about whether there is any difference between local and foreign trading companies in terms of the real use of English.</p>
Penny Hsieh	A	<p>"The Magic of Fairy Tales."</p> <p>Disney Pictures are famous for animated movies adapted from classic fairytales, but Disney suspended this department and focused on the development of 3D original animated movies in mid-2000s because they believe the market of 2D fairytale animated movie was declining. Now audiences become more interested in new 3D technology and new story. However, the latest box office shows that fairytale animated movies is still desirable to audience. Fairy tales are fascinating not only for children but also for adults. This paper wants to clarify people's attitude towards fairytale stories and movies, and figure out how fairytales cross ages and generations.</p>
Sherlyn Tee	C	<p>"Plastic Surgery: Help or Hinder One's Life?"</p> <p>This research paper is aiming to find out if women who had undergone plastic surgery found it helpful in their life and career, and how receptive Taiwanese are to plastic surgery. The separate interviews with four women who had undergone plastic surgeries has found out that they all gained more self-confidence and has higher self-esteem after undergone plastic surgery. Studies have also shown that appearance could really affect one's quality of life. Meanwhile, in the survey of 25 randomly selected girls in the age group of 17-33 who do not have experience in plastic surgery in Taiwan revealed that most of the participants indicate that they are willing to try it in the future. The result from this study shows that there is higher</p>

		acceptance rate of cosmetic surgery in Taiwan and it might become a trend in the future.
David Hsueh	D	<p>"The Influences of Hollywood-Produced Romantic Comedy on FJU Students."</p> <p>The mass media has been an important resource for people to obtain everyday information and receive knowledge about innovative and novel things. In addition, it is said that adolescents have a tendency to resort to romantic films and movies for comfort. However, information from the media may not be able to portray the truths and may be even far from facts. In other words, viewers with less social experience cannot recognize the exaggerated elements in the media. Furthermore, numerous studies on media effects point out that massive exposure to the mass media's presentation of reality can result in distorted perceptions of reality among audiences. Therefore, this study aims to look at the impacts of Hollywood-produced romantic comedy on college students by conducting a survey with on-line questionnaires.</p>

Fall 2011: SOAP

	Title	Presenters
Group A	Is Hiring a Foreign Helper a Good Way to Take Care of the Sick Elderly?	Jessica Lee, Ophelia Lin, Jasmine Chiu, Cheri Huang
	International Volunteer- English Teaching Program at the English Department in Fu Jen	Helen Kuo, Eddie Kao, Sam Hsu and Sandra Tsou
	Why Consumers Choose Smart Phones over Feature Phones?	Grace Guo, Daphne Chau,
	The Relationship between College Students Living in the Dorm and Their Parents	Donna Du, Lynn Lin, Michelle Chiu
Group B	Cram School Culture: Why do juniors and seniors students in English Department in Fu-Jen Catholic University choose to go to cram schools when they need to prepare for their future career?	Alice Hsu, Birdie Chiu, Cynthia Su, and Sean Chen
	Fair Trade Coffee among College Students: Are college students willing to pay more for fair trade coffee?	Claire Lee, Echo Chen, Irene Su and Joe You
	The Logic and Reasoning behind Fu Jen Students Eating at The World's Largest Fast Food Chain: Why do students dine at the unhealthy McDonald's?	Crystal Chen, Hana Hsieh, Jay Liang, and Yeats Wong
	The reasons why FJU junior students buy iPhone despite of its expensive price	Jocelyn Tuan, Kevin Lan and NancyLee
Group C	So Many Friends on Facebook Stresses Me out	Apple Chen, Ariel Chen, Avis Wu
	The Recent Trend of National Movies	Rex Chang, Emille Lin, Kay Hu, Gina Chen
	How much can FJU students (non-English majors) benefit from the English courses?	Steve Chou, Vicky Yen, Claire Lin, Ruth Lin
	The Level of Exposure to Taiwanese Culture by International Students at FJU.	Joey Hsu, Delilah Bai, Andy pan, George Hong
Group D	Why Do Foreign Students Come to Study in Taiwan?	Faith Tien, Ellie Lin, Danny Lo
	Smartphones are heading down to market--Are you a head-down?	Abby Yeh, Lucy Guan, Ruby Lin, Adam Wu
	Do Taiwanese Teenagers Support Plastic Surgery?	Max Liao, Shao Chen, Tifi Liu
	The expectations and the actual experiences of students who have studied abroad	Tony Hsieh, Sansan Tsai, Vicky Yang, Jamie Chen
Group E	Work & Travel (W&T): Pros and Cons	Sharon Hung, Celia Chiu, and Jackson Huang
	The Rise of the Facebook Economy: A Case Study	Chelsy Hsieh, Elie Wo, Jet Yeh, Tony Huang
	A Comparison of the Attitude toward Chinese Parenting between Overseas Chinese and Local College Students (under age 25) in the FJU English Department	Angie Hsu, Natalie Lin, Jessica Lin, Kaylyn Liang
	Looking into the Future: A Case Study of the Future Plans and Prospects of FJU English Majors in 2011	Esther Chen, N.G. Wu, Carrie Wei, Andrew Wu