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ICSSE 2013 : 2013 2nd International Conference on Social Science and Education



Link: <http://www.icsse-conf.com>

When	Dec 24, 2013 - Dec 25, 2013
Where	Hong Kong
Abstract Registration Due	Oct 1, 2013
Submission Deadline	Sep 15, 2013
Notification Due	Oct 1, 2013
Final Version Due	Oct 1, 2013

Call For Papers

The 2013 2nd International Conference on Social Science and Education (ICSSE 2013) will be held on December 24-25, 2013, Hong Kong. 2012 International Conference on Social Science and Education (ICSSE 2012) has been held on December 27-28, 2012, Xiamen, China. ICSSE 2012 has been indexed by Web of Science CPCI-SSH.

ICSSE 2013 will be the most comprehensive conference focused on the various aspects of advances in Social Science and Education. Our conference provides a chance for academic and industry professionals to discuss recent progress in the area of Social Science and Education.

The goal of this conference is to bring together the researchers from academia and industry as well as practitioners to share ideas, problems and solutions relating to the multifaceted aspects of Social Science and Education. The complete list of topics are updating. Please check the Call for Papers section.

All accepted papers will be published in *Advances in Education Research* (ISSN:2160-1070), which will be indexed by Web of Science, CPCI-SSH (ISSHP).

Advances in Education Research has been indexed by CPCI-SSH since the first volume, ICSSE 2012 has been indexed by Web of Science, CPCI-SSH (ISSHP).

所有录用的论文将由教育研究进展期刊(ISSN: 2160-1070) 出版, 并被CPCI-SSH(ISSHP)检索。投稿中英文均可, 但必须有英文题目和英文摘要, 以及英文参考文献。

The following topics, but not limited to, are strongly encouraged.

Society
Social Research or Social Science
Social Policy and Social Legislation
Caring or Research for the Elderly
Social Psychology
Family Research
Child Research
Online Society or Online Community
Ethic in Society or Online Society
Globalization impacts
Technology or Criminology in Society or Online Society
Social Work in Modern Society

Management
Business Administration
Business Ethics
International Enterprise
Human resources
Strategic Marketing
Logistics
Supply Chain
Organizational Behavior
Information Management
Restate Management
Electronic Commerce
Industry Innovation
Corporate Governance
Hospitality Management
Hotel and Institutional Management
Health Care Management
Tourism Management
E-commerce

Finance
Banking
Investment
Accounting
Finance Engineering
Portfolio
Emerge

Stock Market
Insurance
Finance Management
Risk Management

Economy
Macro Economy
Micro Economy
Agricultural Economy
Ecological Economy
Beauty Economy
Labor and Population Economy
Urban and Rural Economy
International Economy
Industry Economy
Monetary Economy
Real Estate Economy

Communication
Communication Management
Journalism
Advertising
Film
Language and Communication
Information Communication
Communication Arts
Education Communication and Technology
Publishing

Law
Civil Law
Criminal Law
Public Law
Economic and Financial Law
Labor and Social Law

Culture
Linguistics
History
Literature
Geography
Anthropology
Music
Art
Architecture
Religion
American Studies
African Studies
Asia Studies
European Studies
Religious Studies
Museum and Heritage
Poetry


Psychology
General Psychology
Experimental Psychology
Sport Psychology
Psychological Psychology
Culture Psychology
Development Psychology
Educational Psychology
School Psychology
Military Psychology
Consumer Psychology
Psychology of Religion
Psychology of Law
Media Psychology
Health Psychology
Environmental Psychology
Personality and Social Psychology
Measurement and Statistics
Mental Diseases and Psychotherapy
Industrial and Organizational Psychology
Consulting Psychology

Politics
Political Science
Public Administration and Policy
International Affairs and Strategic Studies
Governmental System and Practices
Politics and Ethics
International Relations
Political Economy
Elections and Voting Behavior
Reforming and Consolidated
History of western political thought
Western constitutional thought
American Politics Research
African Government and Politics

Asian Political and Economic Comparison
Government and Politics in Southeast Asia
Government and Politics in Middle East

Education
Psychology and Counseling
Adult and Continuing Education
Health Promotion and Health Education
Family Studies
Civic Education and Leadership
Special Education
Information and Computer Education
Library and Information Studies
Rehabilitation Counseling
Early Childhood Education
E-Learning Technology
Higher Education
Lifelong Learning
Teaching and Learning

Related Resources

-  [ACSS 2015](#) The Asian Conference on the Social Sciences 2015
- [CSCESM 2015](#) The Second International Conference on Computer Science, Computer Engineering, & Social Media
- [ICESSE 2015](#) The International Conference on Electronics and Software Science (ICESSE2015)
- [Water and Society 2015](#) 3rd International Conference on Water and Society
- [ECSS 2015](#) The European Conference on the Social Sciences 2015
- [SOCIOINT 2015](#) Call for Papers: SOCIO-INT15- 2nd INTERNATIONAL CONFERENCE ON EDUCATION, SOCIAL SCIENCES AND HUMANITIES
- [ICWSM 2015](#) THE 9TH INTERNATIONAL AAAI CONFERENCE ON WEB AND SOCIAL MEDIA
- [ACPR 2015](#) 3rd Asian Conference on Pattern Recognition
- [CASA 2015](#) 28th International Conference on Computer Animation and Social Agents 2015
- [ICCSE 2015](#) The 10th International Conference on Computer Science & Education

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2013 2nd International Conference on Social Science and Education (ICSSE 2013)

Social Science and Education

December 24-25, 2013, Hong Kong



Advances in Education Research

Volume 47

Advances in Education Research



13th International Conference on Social Science and
Education (ICSSE 2013)

December 24-25, 2013, Hong Kong

Edited by

Garry Lee

INFORMATION ENGINEERING RESEARCH INSTITUTE,
USA

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2013 2nd International Conference on Social Science and Education (ICSSE 2013)

December 24-25, 2013, Hong Kong

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IERI INFORMATION ENGINEERING RESEARCH INSTITUTE,

USA

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Information Engineering Research Institute
100 Continental Dr, Newark, DELAWARE 19713, United State, USA
<http://www.ier-institute.org>

ISBN: 978-1-61275-057-6

Advances in Education Research Vols.46-48

ISSN: 2160-1070

Distributed worldwide by

Information Engineering Research Institute

100 Continental Dr, Newark, DELAWARE 19713, United State, USA

E-mail: admin@ier-institute.org

ICSSE 2013 Preface

2013 2nd International Conference on Social Science and Education (ICSSE 2013) will be held on December 24-25, 2013, Hong Kong. 2012 International Conference on Social Science and Education (ICSSE 2012) has been successfully held on December 27-28, 2012, Xiamen, China. ICSSE 2012 has been indexed by Web of Science CPCI-SSH.

Social science refers to the academic disciplines concerned with society and human behavior. "Social science" is commonly used as an umbrella term to refer to anthropology, archaeology, criminology, economics, education, history, linguistics, communication studies, political science, international relations, sociology, human geography, and psychology, and includes elements of other fields as well, such as law, cultural studies, environmental studies, and social work.

Education in its general sense is a form of learning in which knowledge, skills, and habits of a group of people are transferred from one generation to the next through teaching, training, research, or simple auto didacticism. Generally, it occurs through any experience that has a formative effect on the way one thinks, feels, or acts.

The goal of ICSSE 2013 is to bring together the researchers from academia and industry as well as practitioners to share ideas, problems and solutions relating to the multifaceted aspects of Social Science and Education. Moreover, we are luckily invited speakers Prof. Gerald Schaefer come from Loughborough University and Prof. Professor Wang Jun come from The Chinese University of Hong Kong, they will share their researches in the first day of the conference.

All the papers have gone through a peer-review process for their originality and quality. The aim of the symposium is to be a bilateral forum for researchers to present their latest findings and to exchange ideas in the field of Social Science and Education. The topics covered in this book include:

- Chapter 1: Education, Psychology and Education Application
- Chapter 2: Economic, Finance and Finance Engineering
- Chapter 3: Communication and Information Technology
- Chapter 4: Society and Management Science
- Chapter 5: Culture , Law and Political Science
- Chapter 6: Others

We would like to gratefully acknowledge all the individuals (too numerous to list) who participated in our technical committees and helped to reviewed the papers in these proceedings.

Finally, I hope the attendees benefit from the conference, and have a happy and meaningful journey in Hong Kong.

ICSSE 2013 Organization

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Keywords: Urban toponyms, Territory, Identity, Ideology, Cities of the Slovak republic

Abstract. The study aims to determine the intensity of local, regional, national identity, based on the geographical research applied to the model territory of the historical centre of cities, through the names of streets and squares in the eight regional cities of Slovakia. This work largely deals with the practical possibilities of the analysis of urban toponyms and their interpretation, which may be interesting in the field of multidisciplinary studies, as we can see penetration of the topics like sociology, history and geography. We will try to define basic tendencies in the process of street nomenclature, while paying attention to the thematic focus of streets. Our ambition has been to verify the statement that the names of streets, squares or parks in the historic centre of cities, serve as indicators of the official views and ideological impressions on the political, social and historical events, in the context of our central European region.

1. Introduction

The naming of streets, parks and squares refer to the significant historical events, social and cultural manifestations, in which the city actively participated. This study analyses the current network of streets in the historic centres of Bratislava, Trnava, Trenčín, Nitra, Banská Bystrica, Žilina, Košice, and Prešov. We will try to define basic tendencies in the process of street nomenclature, while we will pay attention to their thematic focus.

As stated in [1], if the concept of a country should be scientifically fruitful and beneficial to society, it must offer an explanation, which means an understanding of the human experience. If a country is a cultural process between place and space, or cultural analogy of the physical environment of the organism, i.e. relevant social environment of the individual, then toponyms are potentially interesting matter in the evaluation.

2. Research Objectives

What role do the personalities play in the naming of the streets? What meaning do geographical toponyms have in the hierarchy of the toponyms of cities? Which identity does dominate? These are just few research questions, to which we will try to find answers throughout this work.

In general, the basic problem of toponymic works is the lack of clear, theoretical reasoning, i.e. whether there is any sense in analysing geographical names. What interesting information can toponyms mediate? Toponyms can help us to identify physical or cultural and geographical elements. They can clarify the settlement processes of certain territory or ethnic composition of the population.

3. Theoretical Framework

In the context of geography, the influence of linguistic theory has drawn attention to the culture as a uniform and normative set of traditions, models, opinions, and material artefacts. Within the cultural geography, the traditional concept of culture has been replaced by the theory of cultural policy (interests). This theory is based on the opinion that everyday activities undertaken in the society are the competition of different cultural ideas and arguments in the struggle for power [2].

Local names or toponyms play an important role in geographical research. Although in the traditional society of social scientists, it prevails the stereotype thinking that geography is mainly dedicated to physical and geographical description and spatial distribution of population and services in the country; cultural geography gradually transforms these archaic prejudices about the position of geography in the system of social and behavioural sciences.

The desire of cultural geography is to focus on the patterns and interactions of human culture, material as well as immaterial, in a relation to the natural environment. It also tries to reconstruct migration links between the regions in time and space. An important part of the research in cultural geography is a perceptive understanding of the region, which is based on searching for various forms of identities that formed or form certain region [3,4,5].

Toponyms are not just abstract names in the spatial structure of cities, but they represent the construct of social and power relations, through which the identity of the city and society is being formed [6].

[7] Authors emphasize the fact that certain urban spaces symbolize for people and politicians place, with an important cultural and historical potential. These places mostly were named after some famous person with a good reputation, or an event, which influenced national interests in a positive way.

The streets are different by their length, width, function, but also by their meaning. Political elites are aware of the symbolic power of toponyms, by which the central space in cities is named. After the change of political regime as it was e.g. in Slovakia and in Czechia in 1989, it came to the revision of the historical facts, mostly those that formed the part of modern history.

On the initial level, the street nomenclature serves as a set of characters, that enables our orientation in the urban space. The name of the street creates in our minds a range of mental images, thanks to which we can create a portrait of some personality, phenomenon or event that is bound to the certain toponym.

4. Methodology

In our article, we adhered to the methodology of the work of the author – [8], who analysed the toponyms in eight Central European cities. The purpose of their contribution was the reflection of the identity of the cities, based on their names in space and time. By their comparison, they came to the common conclusion, that the street names reflect a common history, culture, and political processes which were a part of the wider region of Central Europe.

To achieve the maximum consistency, it was necessary to set the precise criteria for complex classification, using lexicographical and historical interpretation dictionaries of the selected toponyms. By the actual identification of toponyms, we divided different names by scale into the following groups: *local scale*, *local identity* (analysing the city in its administrative borders), *regional scale*, *regional identity* (city's association with a wider region, e.g. Prešov region and its

historical, statistic regions), *national scale*, *national identity* (which is bound to a state), *international scale* (toponyms that are connected with the people, events or concepts out of Slovakia).

Other classification characterized toponyms by the theme. The set of streets was classified into 5 basic groups: *personalities* (men, women), *geographical names*, *historical events/institutions*, *craft and trade* and the group of *other* toponyms.

5. Results

5.1 Urban Toponyms According to Genealogy

The highest proportion of the all analysed toponyms in the regional cities in Slovakia, is derived from the surnames of famous personalities (45%) who significantly participated in the formation of society by their active contribution and involvement. Based on the more detailed analysis of toponyms according to particular surnames, we can state that it highly prevails two subgroups.

The first group consists of personalities who contributed to the *development of art and culture* (poets, writers, painters, sculptors, architects). The street names derived from the personalities working in the field of culture and art make up almost half (48%) of all personal toponyms.

The second proportionally significant subgroup is represented by the important personalities who participated in the *political and military leadership of the state* (presidents, politicians, military members, nobles, kings, revolutionaries, etc.). This group represents 24% share of all personal toponyms. Therefore, we can claim that every fourth street in this category is named after a person whose professional life was somehow bound to the politics or military (Fig. 1).

Gender emancipation is an important phenomenon regarding the names of the streets after personalities. *Female street* names make up only 5% of the total of 237 streets having the names after personalities.

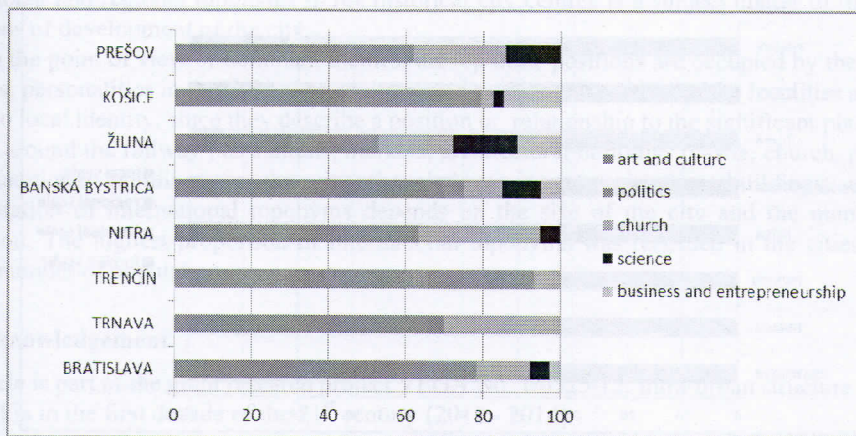


Fig. 1 Spatial distribution of toponyms related to personalities (total) %

Source: authors

Geography is the second most significant group after the personalities from which the street names in the Slovak regional cities are derived. In this group, we have also selected several subgroups – i.e. *geographical names* (rivers, places, regions, states, mountains, islands), *location names* (e.g. related to the area of the railway station or bus station, describing particular architectonic buildings of the city or city quarters and neighbourhoods, etc.); names including *signs determining the direction, shape of an object*, and *biological attributes* (Fig. 2).

This category involves 214 (41 %) from the total number of 520 analysed streets. The most numerous subgroup in the category of Geography are the streets with location names (146 streets).

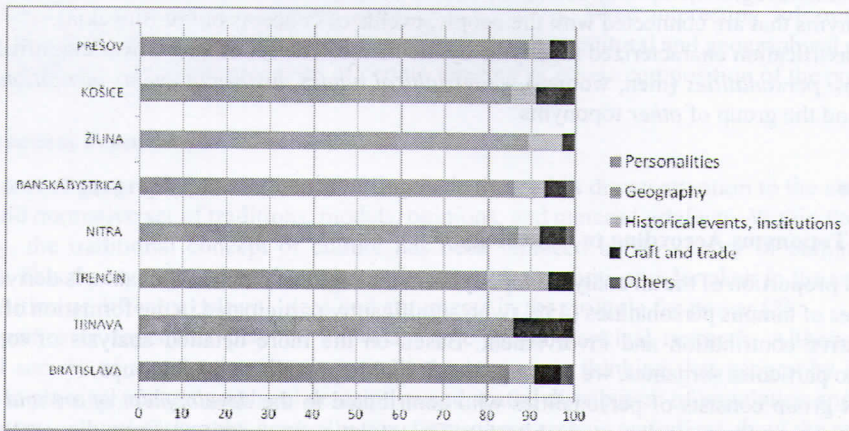


Fig. 2 City toponyms according to genealogy – basic groups (%)
Source: Authors

5.2 Urban Toponyms According to Spatial Importance (Scale)

The following subchapter summarizes the spatial importance (scale) of urban toponyms. Figure 3 shows that in the eight regional cities the local (urban) toponyms (50%) dominate. The second largest group involves the national toponyms (33%). Regional toponyms account only a small proportion (4%). International names, names of foreign states and cities involved 13% of the all examined streets.

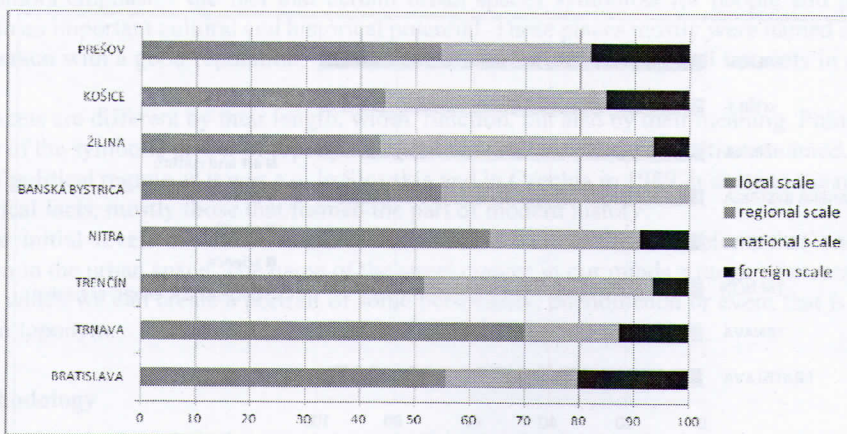


Fig. 3 City toponyms according to spatial importance (scale) %
Source: authors

The size of the settlement and its importance were the most important factors affecting the frequency in the spatial distribution of international toponyms. The highest share of international streets was identified in the cities with the highest population: Bratislava – the capital city (20%), Prešov (18%) a Košice (15%).

The international toponyms of *Czech origin* are the most frequent. A high proportion of these streets is natural, if we take into consideration the cultural proximity of both nations and the common state of Czechs and Slovaks for over seven decades.

The second place, in terms of the number of international toponyms according to their origin, is occupied by *Russia*. These are mostly toponyms derived from the cultural and political personalities. Among the analysed cities, there are 5 Russian toponyms in Bratislava (*Gorky Street, Tchaikovsky Street, Dostojevsky Street, Lomonosov Street, Moscow Street*) and the other 4 are located in Košice (*Tchaikovsky Street, Gorky Street, Lermontov Street, and Pushkin Street*).

The third place is occupied by *Israel*. These are mostly the toponyms of religious nature. The message of the Judeo-Christian heritage is hidden in the street names of Israeli origin. There are 2 toponyms in Bratislava (*John Street and Anna Street*) and Trnava (*Jericho Street, Jerusalem Street*), one toponym in Nitra (*Marian Street*), and one in Žilina (*Marian square*).

It is necessary to note that the same international street name occurs in several cities e.g. *Tchaikovsky Street* (Bratislava, Košice), *Gorky Street* (Bratislava, Košice) or *1st of May Square* (Trenčín, Bratislava).

6. Summary

The set of analysed toponyms represents the reflection of some territory. On the example of the main streets and squares located in the Slovak regional cities, we have tried to interpret the space, which has always been a centre of business, social and cultural life of the city. The high costs in this location determine this place just for the profit-making activities (shops, offices, financial institutions). This is the most accessible area of the city and there is also the highest population turnover. The street names reflect Christian-Slavic tradition of our state that has been many times exposed to the possible extinction (World War I, II.).

Based on the research of identity, expressed through the toponyms in the historical centres of Slovak regional cities, we came to the following conclusions. From the spatial point of view, the local and national identities are the most important. At the same time, the frequency of a variety of international and regional toponyms in the historical city centres is a subject matter of the specific conditions of development of the city.

From the point of view of dominant themes, the top three positions are occupied by the names of localities, personalities in the field of art, culture, and politics. The names of the localities are mainly related to local identity, since they describe a position or relationship to the significant place such as the area around the railway/bus stations, markets, architectural buildings (castle, church, palace), or other functional buildings in the city (hospital, court, administrative buildings, etc.). The representation of international toponyms depends on the size of the city and the number of its population. The highest proportion of international toponyms was recorded in the cities with the highest number of population.

7. Acknowledgement

The article is part of the grant research project VEGA No. 1/0325/12. Intra-urban structure dynamics in Slovakia in the first decade of the 21st century (2012 - 2014).

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ISBN:978-1-61275-057-6

Advances in Education Research Vols.46-48

ISSN:2160-1070, Electronically available at <http://www.ier-institute.org/>