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Organizing Committee

1. Ms. Grace Ooi
   Conference Organizer
   Email: grace@cies.education

2. Mr. Leon Yap
   Conference Organizer
   Email: leon@cies.education

3. Mr. Metin
   Conference Organizer
   Email: metin@cies.education

International Forum for Communication Media, Social Science and Education Research (CSER)

Barcelona, Spain

Venue: Salles Hotel Pere iv Carrer De Pallars, Barcelona Spain
Conference Chair Message

Dr. Carlos

International “Forum for Communication Media, Social Science and Education Research” CSER–2018” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let’s break all the discriminating barriers and get free from all minor affiliations. Let’s contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

Dr. Carlos
Conference Director
Email: carlos@cies.education
CIES– 2018
Conference Program

DAY 01 Saturday (May 19, 2018)

Venue: Salles Hotel Pere iv Carrer De Pallars, Barcelona, Spain

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<td>09:00 am – 09:30 am</td>
<td>Welcome Reception &amp; Registration</td>
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<td>09:30 am – 09:40 am</td>
<td>Introduction of Participants</td>
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<td>09:40 am – 09:50 am</td>
<td>Welcome Remarks – Conference Coordinator CIES</td>
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<td>09:50 am – 10:00 am</td>
<td>Group Photo Session</td>
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<td>10:00 am – 10:30 am</td>
<td>Grand Networking Session and Tea Break</td>
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DAY 01 Saturday (May 19, 2018)

Session 1 (10:30 am – 12:30 pm)
Venue: Room 1

Session Chairs: Leon Yap

### Track A: Social Sciences and Humanities

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<td>Students’ Oral Presentation Skills in a Second Language in terms of Different Variables</td>
<td>Seher İşcan</td>
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<td>CS-MAY-109</td>
<td>Citizenship, national identity and political education: some disputable problems</td>
<td>Vladimir Gutorov</td>
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<td>Konstantin Zavershinskii</td>
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### Track B: Medical, Medicine and Health Sciences

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**Lunch Break (12:30 pm – 01:30 pm)**
LIST OF CONFERENCE ATTEDEES

The following scholars/practitioners/educationists don’t have any paper presentations; however they will be attending the conference as delegates and observers.

<table>
<thead>
<tr>
<th>ID</th>
<th>Name</th>
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<tr>
<td>BAR-358-102MA</td>
<td>Abhish Koirala</td>
<td>Southern Illinois Healthcare Medical Group</td>
<td>USA</td>
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DAY 02 Sunday (May 20, 2018)

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose.
Is Facebook a Public Sphere?

Reza Jarvandi*
Media and Communication Studies Department, University of Canterbury, New Zealand.

Abstract

The importance of social media and especially Facebook as public sphere has been mentioned by many scholars and some incidents, such as the Arab spring, have highlighted this importance. This research has been designed to answer this question: “is Facebook a real public sphere?” or maybe scholars have exaggerated Facebook qualities as a public sphere. This article is investigating the quality of using Facebook as a public sphere in Iran and New Zealand and attempts to explain the possible differences, through the socio-political differences lens. Public sphere refers to a public space that provides a suitable condition for people to share their ideas and discuss different desired topics in a critical manner. However, public sphere has been defined by many scholars, the first and most famous definition of the public sphere is from Habermas. Many scholars argue that Facebook has this ability to be a Habermasian public sphere because of its various facilities for free communication such as sharing texts, photos or videos as well as giving this opportunity to audience to comment. In addition, Facebook users can form different Facebook groups according to their interests. A comparative study has been designed to analyse the quality of communications on Facebook based on the Habermasian ideal form of communication. Iran and New Zealand have been chosen because of their bold differences in social-cultural-political conditions as well as the popularity of using Facebook in both countries. For this study, five popular public pages in each country were chosen and in a period of two weeks main Facebook activities such as posting new materials, liking posts, sharing posts, commenting on posts and replying on comments have been analyzed via a qualitative content analysis. Finally, 11350 comments were coded and analyzed to compare the quality of communication in both countries. A big difference between Iran and New Zealand has been spotted in terms of the distribution Facebook activities and communication qualities. To explain the differences in both countries, the socio-political conditions could be seen as a very effective factor on the quality of using Facebook in a society.

Keywords: Social media, Public sphere, Facebook, Internet, Iran, New Zealand

*All correspondence related to this article should be directed to Reza Jarvandi, Media and Communication Studies Department, University of Canterbury, New Zealand Email: reza.jarvandi@pg.canterbury.ac.nz
Investigating Students’ Perceptions of Making Oral Presentation in A Foreign Language

Eda Duruk*
Pamukkale University, Turkey

Abstract

Foreign language speaking anxiety is a common issue in teaching a language as a foreign language; still, it seems that some teachers do not always consider the importance of “building self-confidence in speaking environment”. The present study aims to examine the factors English Language Teaching (ELT) students consider to be important when making presentations in classroom environment. Open-ended questions were applied to 40 undergraduate students from the Department of ELT at a state university in Turkey to explore factors considered to be necessary for students in giving effective presentations in a second language. Theme analysis was made through qualitative data to gain deeper insights into students’ perceptions and pedagogical implications are discussed accordingly.

Keywords: Second Language Acquisition, Speaking Skill, Oral Presentation, Foreign Language Speaking Anxiety

*All correspondence related to this article should be directed to Eda Duruk, Pamukkale University, Turkey
Email: durukeda@gmail.com
Students’ Oral Presentation Skills in a Second Language in terms of Different Variables

Seher İşcan*
Pamukkale University, Turkey

Abstract

Speaking anxiety in a second language is a very common notion because most of the students are afraid of speaking in front of public not only in their mother tongue but also in a second language. There are different factors affecting their oral presentation performances. The aim of the present study is to examine whether the effectiveness of ELT students’ Oral Presentation change according to such variables as gender, age and grade. The sample consisted of ELT undergraduate students from a state university in Turkey. The questionnaire developed by Otoshi and Heffernen (2008) was applied to explore factors considered to be necessary for students in giving effective presentations in a second language learning. According to the results of quantitative data, it is concluded that there aren’t any differences among the students’ perceptions on giving effective oral presentations in terms of gender, age and grades.

Keywords: Speaking Anxiety, Oral Presentation, ELT, Second Language Learning, Perception

*All correspondence related to this article should be directed Seher İşcan, Pamukkale University, Turkey
Email: seheriscan@gmail.com
Citizenship, National Identity and Political Education: Some Disputable Problems

Vladimir Gutorov *
Saint-Petersburg State University, Russia

Abstract

The author seeks to elucidate some controversial problems of the formation of both civic and national self-consciousness within the framework of the analysis of the politics of identity and citizenship which has assumed increasing importance in Western and Eastern European countries. Therefore, the problem of national and civic identities as well as the criteria for their definition has become crucial in the discussion of the concept of citizenship. Citizenship can be defined as a set of civil, political and social rights forming the foundation for civilised life in a political community. In this respect, the notion and the idea itself of citizenship very often overlap with the notions of nationality and nation-state. Today, the modern conception of citizenship is also being discussed because of the decline in reference to the nation. ‘Globalization has further dissipated political community. States become weaker and less able to deliver collective goods, increasing consumerist and privatized political action. The outcomes of the discussions depend, as a rule, on how subjective is the perception of real political processes by scholars. From this point of view, the analysis of political transformations with regard to the political, cultural and educational diversity in post-communist societies demonstrates that one cannot speak of one post-communist Eastern Europe, which would imply homogeneity of the process of democratisation in the region, but rather of a marked divergence of the paths of political change in the countries joining the European Union, on the one hand, and the countries of the former Soviet bloc, on the other.

Keywords: Political Education, Civil Rights, National Identity, Political Culture, Political Ideologies

*All correspondence related to this article should be directed to Vladimir Gutorov, Saint-Petersburg State University, Russia Email: gut-50@mail.ru
Anthropological Dimensions of Contemporary Political Culture

Konstantin Zavershinskii*
Saint-Petersburg State University, Russia

Abstract

The author discusses a significance of anthropological concepts in the analysis of political culture as carried out in both applied and theoretical studies of current political communications. A necessity to closely examine anthropological dimensions of political cultures arises due to emerging forms of communications and identification in a contemporary world that no longer fit traditional models of political association and political legitimation accepted within a paradigm of the classical political science and anthropology (cf. M. J. Aronoff, J. Kubik, D. Kurtz, M. Thompson, H. J. Wiarda). Today, social identities multiply, diverge and intermix due to new political codes, network structures, technological and geopolitical transformations, thereby requiring a creation of new approaches to theorizing and describing politico-cultural realities (cf. J. C. Alexander, N. Luhmann). The author examines methodological issues of studying discourses of political memory as a symbolic representation of socio-cultural specifics of temporal dimensions of a contemporary political culture (cf. J. Assmann, A. Assmann, J.K. Olick). Using an anthropologically oriented political analysis as a theoretical basis, the author suggests a new theoretical approach to a study of contemporary political communications and argue for a need to develop new strategies of research of political culture as a historically specific form of social memory in sociology and political science.

Keywords: Anthropological Dimensions, Political Culture, Political Memory, Symbolic Representations

*All correspondence related to this article should be directed to Konstantin Zavershinskii, Saint-Petersburg State University, Russia
Email: Zavershinskiy200@mail.ru
Examining the Determinants of Social Media Engagement

Merve Türkmen Barutçu*
Sakarya University, Turkey

Abstract

Social media engagement is one of the most crucial measures for the success of businesses and micro-businesses on social media. The high competition in social media is leaving marketers uncertain as to which kinds of messages yield the highest social media engagement. When broadcasting messages on social media, it is best to know which post types are best suited to effectively accommodate all information needed to express a message with a certain complexity. The purpose of the study is to explore how media richness, message complexity, celebrity effect, the existence of a question in a post, word count, post time, and day of the week contribute to social media engagement. According to the study the popularly assumed influencers, post time and day of the week, showed no significant results. In contrast, celebrity effect and the variables derived from the media richness theory showed significant results. The likes were shown to be significantly different for posts that entailed questions. Moreover, there were significant differences in likes and comments for posts with different word counts. Lastly, clicks, likes, and shares were significantly different depending on the media richness value (status, photo, link, or video).

Keywords: Social Media Engagement, Media Richness, Message Complexity, Celebrity Effect

*All correspondence related to this article should be directed to Merve Türkmen Barutçu, Sakarya University, Turkey
Email: mturkmen@sakarya.edu.tr
TRACK B: MEDICAL, MEDICINE AND HEALTH SCIENCES

Nait Bachir Yacine¹,², Hadj Ziane Amel²
University of Blida, Algeria

Abstract

Anise seeds essential oil nanoemulsions were optimized using experimental design, optimal conditions that are 80s irradiation time with 40% ultrasonic amplitude, stabilized with 0.5% chitosan and 1% polysorbate 80. Characterizations of nanoemulsions were carried out by Transmission electron microscopy, Laser Particles Size, Zeta Potential analysis and viscosity measurement. These studies indicated the perfect nanodispersion of essential oil in water. Oxidative stability and antimicrobial activity of anise seeds essential oil are increased significantly after its nanodispersion.

Keywords: Anise Seeds Essential Oil Nanoemulsion, Ultrasonication, Chitosan/Polysorbate 80, Oxidative

*All correspondence related to this article should be directed to Nait Bachir Yacine, University of Blida, Algeria
Email: phd.nait.bachir.yacine@gmail.com
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http://cies.education/conferences/barcelona2018-july-event/
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