

# Conference Proceedings 2018



**THE ICBTS**  
Research Conference Proceedings 2018

**International Academic Multidisciplinary Research Conference 2018**

**Proceeding of**

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

*Zurich, Switzerland  
20–22 July, 2018*

**THE 2018 ICBTS**



**Edited by Kai Heuer, Wismar University, Germany  
Chayanan Kerdpitak, IBEST Conference & Publication, USA  
Ebrahim Soltani, Hamdanbin Smart University, UAE  
Gilbert Nartea, Lincoln University, New Zealand  
Vipin Nadda, University of Sunderland, United Kingdom**

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**Conference Three Themes**

*The International Business Tourism and Applied Sciences Research Conference*

*The International Education Social Sciences and Humanities Research Conference*

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## THE 2018 ICBTS

**Organised by**

**ICBTS Institute Conference Center & IJBTS** International Journal of Business Tourism and Applied Sciences

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Wismar University



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By Dr. Chayanan Kerdpitak & Professor Dr. Kai Heue & Professor Dr. Ebrahim Soltani, ICBTS Institute Conference Center & IJBTS International Journal of Business Tourism and Applied Sciences

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## INTRODUCTION

We would like to welcome our colleagues to the International Business Education Social Sciences Humanities Tourism Transport Technology Research Conference. It is the nine series in 2018 of Conference on Business Tourism and Apply Sciences was held in Paris. As always many members of the ICBTS 2018 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to October between Europe and the rest of the world is now well established. This year's event in Vienna (Austria) London (UK) Las Vegas (USA) Amsterdam (Netherlands) Zurich (Switzerland) Oslo (Norway) Helsinki (Finland) Berlin (Germany) Rome (Italy) Lisbon (Portugal) Lucerne (Switzerland) and another continues with the cultural following the very successful and productive event held in London in February 2018 in the field of various types for international academic research conference on Business Education Social Sciences Humanities and Technology. As usual The ICBTS 2018 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2018 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Paris represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

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

- Business
- Management
- Marketing
- Accounting
- Financial
- Banking
- Economic
- Education
- Marketing
- Logistics Management
- Social Sciences
- Supply Chain management
- Industrial Management
- Information Technology
- Sciences Technology
- Transport and Traffic
- Tourism Strategic
- Tourism Management
- Tourism Marketing
- Tourism Development Policy and Planning
- Technology Application
- Communication and Sciences
- Humanities
- Health care Management
- Hospitality Management
- Hotel Management

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23966 Wismar  
Haus 19, Raum 113  
phone.: +49 (3841) 753 - 7578

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ICBTS Conference & Publication  
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### **INTERNATIONAL ADVISORY COMMITTEE**

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## **SPEAKER BACKGROUND**



**Professor Dr. Ebrahim Soltani**

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

## **SPEAKER BACKGROUND**



**Professor Dr. Kai Heuer**

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

## 2018 ICBTS CONFERENCE ZURICH PROGRAM

<b>The 2018 ICBTS International Multidiscipline Research Conference</b>	
<b>20 June 18</b> 8.30 – 09.10 (W)	<b>REGISTRATION &amp; WELCOME</b> Welcome meeting at The Novotel Zurich Messe, Switzerland
	<b>Session Chair</b> <i>Professor Dr. Kai Heuer, Germany</i> <i>Professor Dr. Hiromi Ban, Japan</i> <i>Dr. Douglas J Marshall, USA</i>
<b>20 June 18</b> 09.15 – 11.00	<b>Session A1</b> <b>Paper 1 (101)</b> EFFECTIVENESS OF SELF-HELP GROUP PROGRAM FOR IMPROVING SELF-CARE BEHAVIOR AMONG TYPE 2 DIABETIC PATIENTS RECEIVING SERVICES AT SUB-DISDISTRICT HEALTH PROMOTION HOSPITALS IN BANGKONTHEE DISTRICT, SAMUT SONGKRAM PROVINCE, THAILAND Wanich Suksathan, Boonsri Kittichottipanich, Thipapan Sungkhapong, Kantapong Prabsangob <b>Paper 2 (53)</b> FIRE CONFINEMENT, POSTPARTUM CARE IN THAI TRADITIONAL MEDICINE Pongsak Jaroengarmsamer and Pradapet Krutchangthong and Wannee Promdao <b>Paper 3 (109)</b> STRESS COPING OF ELDERLY IN COMMUNITY Nitaya Sichamnong <b>Paper 4 (110)</b> PERCEPTION OF SELF EFFICACY AND DELIVERY SKILLS OF NURSING STUDENTS Asst. Prof. Oranuch Chaopreecha <b>Paper 5 (111)</b> THE RESULTS OF USING MIXED LESSONS OF FOLK SONGS FOR NURSE STUDENTS IN NURSING CARE OF WOMEN DURING CHILDBIRTH Asst. Prof. Dr. Boonsri Kittichottipanich, Sumitta Swangtook <b>Paper 6 (123)</b> PERCEPTION OF THE SOCIAL MEDIA MESSAGE OF THE FIRST UNDERGRADUATE STUDENTS FROM THE PUBLIC RELATIONS IN SUANSUNANDHA RAJABHAT UNIVERSITY, BANGKOK THAILAND Chanyapat Sangsuwon, Netdao Yooyong <b>Paper 7 (8)</b> EPISTEMOLOGICAL ACCESS TO A HIGHER EDUCATION PROGRAMME IN BUSINESS AND INFORMATION ADMINISTRATION Shairn Hollis-Turner
	Coffee & Tea Morning take in the room
11.01 – 12.30	<b>Session A 2</b> <b>Paper 1 (112)</b> THE DEVELOPMENT OF DELIVERY PRACTICE INSTRUMENT AND ACTUALLY DELIVERY LEARNING OUTCOMES IN THE NURSING STUDENTS Asst. Prof. Dr. Sudpranorm Smuntavekin <b>Paper 2 (113)</b> ELDERLY HEALTH BEHAVIOR IN THE COMMUNITY, BANGKOK, THAILAND Anchalee Jantapo <b>Paper 3 (114)</b> ISSUE OF SEXUAL AND REPRODUCTIVE HEALTH KNOWLEDGE THAT ADOLESCENT NEED TO KNOW Udomporn Yingpaiboonsuk, Krisana Chotechuen, Phakaphon Taewrob, Sunee Aungsupasakorn

	<p><b>Paper 4 (45)</b> FACTORS INFLUENCING SOCIAL ENTREPRENEURIAL ATTITUDE AND PARTICIPATIVE BEHAVIOR IN SOCIAL ENTERPRISE OF TEENAGERS IN THAILAND; THE IMPLICATIONS FOR SUSTAINABILITY OF SOCIAL ENTERPRISE Pitchayanee Poonpol</p> <p><b>Paper 5 (46)</b> THE IMPACTS OF SUFFICIENCY ECONOMY PHILOSOPHY AND THAILAND 4.0 ON CROSS-CULTURAL ADJUSTMENT OF EXPATRIATES IN THAILAND Polthep Poonpol</p> <p><b>Paper 6 (108)</b> THE TECHNIC OF MILITARY TROOP INSPECTING DANCE IN THAI CLASSICAL DANCE Assoc. Prof. Supavadee Potiwetchakul</p>
12.31-13.30	Lunch Break
13.31-14.45	<p><b>Session A 3</b></p> <p><b>Paper 1 (12)</b> THE FOLLOW-UP AND EVALUATE RESEARCH TO THE PROJECT OF PROFESSIONAL LEARNING COMMUNITY (PLC) Pongthep Jiraro and Pracha Einang and Sajee Jiraro and Sopee Chanchoenyuttachai</p> <p><b>Paper 2 (11)</b> THE CAUSAL MODEL OF WORKFORCE'S SKILL DEVELOPMENT IN THE 21<sup>ST</sup> CENTURY: NUMERACY Sunisa Juimoungsri and Sajee Jiraro</p> <p><b>Paper 3 (24)</b> DEVELOPMENT OF MATHEMATICS COMPETENCY TEST UNDER THE THAILAND 4.0 POLICY Mr. Kitisak Deepuen and Mr. Sompoch Anegasukha and Mrs. Natkrita Ngammeerith</p> <p><b>Paper 4 (25)</b> FACTORS AFFECTING THE PERFORMANCE OF INTERNAL QUALITY ASSURANCE OF UNDERGRADUATE INSTITUTION OF NATIONAL DEFENCE STUDIES INSTITUTE, ROYAL THAI ARMED FORCES HEADQUARTERS Chote Chanwang, Pongthep Jiraro, Saeksan Thongkhumbunchong</p> <p><b>Paper 5 (50)</b> GENDER-ROLE REFERENCES IN THE SOCCER CONTEXT Faezeh Zamanian and Majid Vesalinaseh</p>
14.46– 15.00	Afternoon Break
15.01 – 16.00	<p><b>Session A 4</b></p> <p><b>Paper 1 (44)</b> IS EXISTENCE A PREDICATE? Dr. Mashhad Al Allaf</p> <p><b>Paper 2 (43)</b> VIRTUAL COMMUNITIES AND SOCIAL CHANGE: INTERTEXTUALITY AND INTERDISCURSIVITY IN SAUDI ENGLISH LANGUAGE BLOGS Shrouq Al Maghlouth</p> <p><b>Paper 3 (51)</b> CRITICISM OF PHILOSOPHY IN THE ISLAMIC CULTURE Dr. Mashhad Al Allaf</p>
	<b>SESSION B</b>
<p><b>20 June 18</b> 09.15 -11.00</p>	<p><b>Session B 1</b></p> <p><b>Paper 1 (102)</b> SMALL AND MICRO COMMUNITY ENTERPRISE MARKETING STRATEGY, DUSIT DISTRICT, BANGKOK Narumon Chomchom</p> <p><b>Paper 2 (104)</b> THE CONSERVATION OF PRIVATE THAI TRADITIONAL HOUSE FOR TOURIST ATTRACTION TO PROMOTE THAI CULTURAL TOURISM. CASE STUDY OF "MR. KUKRIT PRAMOJ'S HOUSE" BANGKOK THAILAND Dr. Supakit Mulpramook</p> <p><b>Paper 3 (106)</b> REFLECTIVE THINKING ABILITIES OF STUDENT TEACHERS IN RAJABHAT UNIVERSITIES OF RATANAKHOSIN GROUP Asst.Prof. Dr. Sucheera Mahimuang</p> <p><b>Paper 4 (14)</b> THE ETHNOGRAPHY STUDY OF THE HUMAN DIMENSIONS IN THE URBAN LIFE Associate Professor Jaruwan Kumpetch</p> <p><b>Paper 5 (107)</b> EFFECTS OF 2R2W MODEL IN TEACHING SUMMARY WRITING Asst. Prof. Dr. Wipada Prasansaph</p>

	<p><b>Paper 6 (127)</b> THE STAFF PERFORMANCE EFFICIENCY OF THE OFFICE OF THE PRESIDENT, SUAN SUNANDHA RAJABHAT UNIVERSITY Saowanee Kumneadrat, Asst. Prof. Dr. Komon Paisal</p> <p><b>Paper 7 (37)</b> RESPONSIBLE INNOVATION-THE CASE OF ETHIC TECHNOLOGY ASSESSMENT OF FINANCIAL TECHNOLOGY Chih Cheng Lo and Hsin Chuan Cho</p>
	<b>Coffee &amp; Tea Morning take in the room</b>
11.01 – 12.30	<p><b>Session B 2</b></p> <p><b>Paper 1 (119)</b> CONTENT-BASED INSTRUCTION: THE EXPERIENCES OF FOREIGN TEACHERS IN THAILAND Abigail Melad Essien</p> <p><b>Paper 2 (120)</b> FACTORS AFFECTING CONSUMER CHOICE OF MOBILE PHONES IN DUSIT DISTRICT Sulawan Pansri, Chatcharin Sadserm</p> <p><b>Paper 3 (13)</b> RIGHTS OF DIPLOMATS: A COMPARISON OF ISLAMIC LAW AND PUBLIC INTERNATIONAL LAW, THE VIENNA CONVENTION ON DIPLOMATIC RELATIONS 1961, FROM ISLAMIC PERSPECTIVE Muhammad Moin U Deen</p> <p><b>Paper 4 (121)</b> CULTURAL CAPITAL DEVELOPMENT AND MANAGEMENT OF FOLK PLAY WITH PARTICIPATION OF WAT DHUSITHTHARAM COMMUNITY TO BECOME CULTURAL ATTRACTIONS Asst. Prof. Phusit Phukamchanoad, Khanittha Plubkaew, Asst. Prof. Dr. Suwaree Yordchim</p> <p><b>Paper 5 (122)</b> SATISFACTION OF THE SERVICES AVAILABLE ON NEW STUDENTS' SELF - REPORTING DAY, SUAN SUNANDHA RAJABHAT UNIVERSITY, ACADEMIC YEAR 2018 Aphichart Kampoomprasert, Chontiya Ledanan</p> <p><b>Paper 6 (131)</b> SOLUTIONS OF SIMULTANEOUS TO ACCESS AUDIOVISUAL MEDIA USERS AT SUAN SUNANDHA RAJABHAT UNIVERSITY Thanachat Akechat, Dr. Ganratchakan Ninlawan</p>
12.31 – 13.30	<b>Lunch</b>
13.31 – 15.45	<p><b>Session B 3</b></p> <p><b>Paper 1 (54)</b> COLLEGE WEBSITES? A STUDY THROUGH THE LENS OF ARAB CULTURAL DIMENSIONS Associate Professor Dr. Vanaja Menon Vadakepat</p> <p><b>Paper 2 (47)</b> TEACHING THE TEACHERS: ESTIMATING THE EFFECTIVENESS OF TRAINING AND DEVELOPMENTAL PROGRAMMES FOR TEACHERS Abraham Cyril Issac and Tina Susan Thomas</p> <p><b>Paper 3 (42)</b> EFFECTS OF PROJECT CHANGES IN CONSTRUCTION PROJECTS; AN EFFORT OF EMPIRICAL INVESTIGATION Rashid Maqbool</p> <p><b>Paper 4 (41)</b> NEW COUPLES, OLD PROBLEMS ETHNOGRAPHIC CONSIDERATIONS ABOUT THE WORK-FAMILY BALANCE IN A GROUP OF YOUNG PROFESSIONAL WOMEN IN BARCELONA Maria Dolores Arteaga-Villamil</p> <p><b>Paper 5 (20)</b> MEASURING ECONOMIC &amp; COMPETITIVENESS INDICATORS OF EUROPEAN COUNTRIES AFTER ECONOMIC CRISIS OF 2008: THE CASE OF GREECE AND GERMANY Nikolaos Papanikolaou</p>
15.01-15.15	<b>Afternoon Break</b>
15.16-16.15	<p><b>Session B 4</b></p> <p><b>Paper 1 (40)</b> SUSTAINABILITY AND INTEGRATED REPORTING FOR SCHOKOTASTIK COMPANY – A CASE EXPLORING ETHICAL ISSUES Marianne James</p> <p><b>Paper 2 (49)</b> NEW FACE OF TRANSNATIONAL CYBERCRIME AND EU RESPONSE TO RESOLVE POSITIVE CONFLICT OF JURISDICTION</p>

	<p>Shamreeza Riaz  <b>Paper 3 (28)</b> IMPACT OF INFORMATION COMMUNICATION TECHNOLOGY ON BANK PERFORMANCE OF SELECTED BANKS IN ONDO STATE NIGERIA  Dorcias Adebola Babatunde and Akinbowale Oluwatoyin Esther  <b>Paper 4 (50)</b> GENDER-ROLE REFERENCES IN THE SOCCER CONTEXT  Faezeh Zamanian and Majid Vesalinaseh</p>
	<b>SESSION C</b>
<p><b>20 June 18</b>  09.15 – 11.00</p>	<p><b>Session C 1</b>  <b>Paper 1 (129)</b> ANALYSIS OF THE RELATIONSHIP BETWEEN THE LOCATION OF HOSPITALS AND POPULATION DISTRIBUTION IN THAILAND  Professor Dr. Wichai Srikam, Supparas Oatsawaphonthanaphat  <b>Paper 2 (130)</b> THE USE OF HERBAL FERMENTED WATER TO RELIEVE MENSTRUAL PAIN: A CASE STUDY OF WOMEN IN PATHUMTHANI UNIVERSITY  Phatphong Kamoldilok, Orawan Sinpaiboonlert, Mukda Tosang  <b>Paper 3 (103)</b> AN ANALYSIS OF THE FACTORS ASSOCIATING CHARACTERISTICS AND METHODS OF USING ALTERNATIVE MEDICINE OF THE ELDERLY IN SAMUTSONGKRAM PROVINCE, THAILAND  Supparas Oatsawaphonthanaphat, Wichai Srikam, Duangporn Nacapunchai, Siriluck Jittabiab  <b>Paper 4 (125)</b> DEVELOPING THE FILM SHAMPOO FROM SODIUM ALGINATE AND INGREDIENTS OF THE CLITORIA TERNATEA EXTRACTED FOR CARRIED ON  Chanyapat Sangsuwon, Thanat Krobthong  <b>Paper 5 (124)</b> EFFICACY OF WASTEWATER TREATMENT SUAN SUNANDHA RAJABHAT UNIVERSITY  Assoc. Prof. Sivapan Choo-in, Siwimol Chuarung  <b>Paper 6 (126)</b> A STUDY ON ELECTRICITY ENERGY CONSUMPTION IN OFFICE OF THE PRESIDENT'S BUILDING, SUAN SUNANDHA RAJABHAT UNIVERSITY  Asst. Prof. Dr. Komon Paisal, Amornvadee Klinjan  <b>Paper 7 (36)</b> MODEL-BASED SYSTEMS ENGINEERING OF PHOSPHATE BENEFICIATION PROCESSES  Mariem Ait Bakader and Laurent Deshayes and Mohammed El Asri</p>
	<b>Morning Break</b>
<p>11.01 – 12.30</p>	<p><b>Session C 2</b>  <b>Paper 1 (105)</b> POWER CHARACTERISTICS IN THAI DRAMA  Kusuma Teppharak  <b>Paper 2 (115)</b> THEATRICAL ART: RELATIONSHIP OF ILLUSTRATION SCIENCE AND THE FOUR NOBLE TRUTHS  Dr. Phakamas Jirajarupat, Parichut Junnuan  <b>Paper 3 (116)</b> A SURVEY OF NEEDS OF THE LABOR MARKET IN VISUAL COMMUNICATION DESIGN  Dr. Nataporn Rattanachaiwong, Marut Pichetvit, Chantana Insra, Phattanan Kritsanakarn  <b>Paper 4 (117)</b> WHEN VICES DESERVE TO BE LAUGHED: MOLIÈRE'S THE MISER  Asst. Prof. Dr. Chutima Maneewattana, Saranphat Sangthong  <b>Paper 5 (118)</b> RACINE'S PHÈDRE: A MASTERPIECE OF PSYCHOLOGICAL DRAMA  Asst. Prof. Dr. Chutima Maneewattana, Phanchita Thanaphongsirabhas  <b>Paper 6 (128)</b> FACTORS AFFECTING THE ACCEPTANCE OF USING M-LEARNING MEDIA  Aphichart Kampoomprasert, Thitirat Thajeen</p>
	<b>SESSION D</b>
<p><b>21 June 18</b>  09.31 – 10.45</p>	<p><b>Session D 1</b>  <b>Paper 1 (7)</b> THE INTERNAL CHALLENGES FACING ISLAMIC BANKING IN LIBYA  Prof. Nassr Saleh Mohamad Ahmad  <b>Paper 2 (9)</b> EXAMINING THE BURNOUT LEVELS OF 8<sup>TH</sup> GRADE STUDENTS  Ihsan Demirezen</p>

	<p><b>Paper 3 (2)</b> ASSESSING THE IMPACT OF MAXIMIZING TENDENCY ON CAREER OUTCOMES OF INDIAN IT PROFESSIONALS Prof Vijai N Giri Sayoni Santra</p> <p><b>Paper 4 (5)</b> SOCIAL MEDIA USAGE IN INTERNAL CORPORATE COMMUNICATION Gulcin Ipek Emeksiz</p> <p><b>Paper 5 (10)</b> STRATEGIC MANAGEMENT OF TOURISM DESTINATIONS BASED ON THE AUSTRIAN SCHOOL PERSPECTIVE Zhonglu ZENG</p>
10.45 – 11.00	Morning Break
11.01 - 12.00	<p><b>Session D2</b></p> <p><b>Paper 1 (3)</b> THE RELATIONS BETWEEN THE EU AND USA Dragos Ionut Onescu</p> <p><b>Paper 2 (19)</b> PAMELO ORANGE PEEL CITRUS AROMA LIGHT (CITRUX MAXIMA) WITH 5 IN 1 AND ECO-FRIENDLY AS TECHNOLOGY INNOVATION TO REDUCE AIR POLLUTION IN CLOSED SPACE Fitrawan Mufly Haskari and Azizah Fauziah Misbahuddin</p> <p><b>Paper 4 (15)</b> THE EMPLOYABILITY SKILLS PERFORMANCE OF BUSINESS GRADUATES IN MALAYSIA: DO EMPLOYERS, GRADUATES, AND ACADEMICIANS SPEAK THE SAME LANGUAGE? Erni Tanius</p>
	<b>SESSION E</b>
<p><b>21 June 18</b> 09.31 – 10.45</p>	<p><b>Session E 1</b></p> <p><b>Paper 1 (22)</b> REFLECTIVE LEARNING IN HIGH-FIDELITY SIMULATION AMONG UNDERGRADUATE NURSING STUDENTS Yuan, Hao Bin</p> <p><b>Paper 2 (23)</b> INDIA'S ENVIRONMENTAL CRISIS: EXTREME AIR POLLUTION IN NORTHERN INDIA AND WHAT THE MEDIA ARE SAYING ABOUT IT Abhijit Sen</p> <p><b>Paper 3 (26)</b> WOMEN ENTREPRENEURSHIP IN THE UAE: FACTORS OF MOTIVATION AND DRIVE Almaz Sandybayev</p> <p><b>Paper 4 (29)</b> A SUCCINCT RECOGNITION OF ORGANIZATION CULTURE AND ORGANIZATIONAL ANTECEDENTS IN IMPROVING PERFORMANCE IN THE NIGERIAN PUBLIC SECTOR Dorcias Adebola Babatunde and Ayodele Ademola Emmanuel</p> <p><b>Paper 5 (30)</b> QUESTIONING SEXUALITY: THE IMPACT OF THE SOCIETY'S PERCEPTION Zibelle Ziem M. Balangue and Adrian Dominic B. Catbagan</p>
10.45 – 11.00	Morning Break
11.01 - 12.00	<p><b>Session E 2</b></p> <p><b>Paper 1 (31)</b> HOW SPORTS CAN BE USED TO BUILD SOCIAL BRIDGES FOR SHAPING SOCIAL NORMS AND MINDSET OF PEOPLE. NALUYIMA OLIVIA and ABUBAKAR ZABIBU</p> <p><b>Paper 2 (32)</b> RELIGIOUS AND CULTURAL DIVERSITY IN THE ORGANIZATIONS: AN UPLIFTMENT OF THE SOCIETY Mansi Babbar</p> <p><b>Paper 3 (33)</b> FOLK MUSIC'S CONTEMPORARY CLOTHING: POLITICS OF DRESSES IN THE DECADE OF COKE STUDIO Muhammad Fawad Noori</p> <p><b>Paper 4 (38)</b> PRICE DISCOVERY THROUGH FINANCIAL ECONOMETRICS AND PREDICTABILITY OF PRICES Shadi Shahverdiani</p>

<b>20-21Jun 2018</b>	<p style="text-align: center;"><b>Participation and Discussion</b></p> <ol style="list-style-type: none"> <li>1. Dr. Faezeh Zamanian, Iran</li> <li>2. Dr. Majid Vesalinaseh, Iran</li> <li>3. Dr. Akinbowale Oluwatoyin Esther, Nigeria</li> <li>4. Dr. Has Salma Mukhtar, Malaysia</li> <li>5. Dr. Mohamed Hadjar Kherfane, Algeria</li> <li>6. Dr. Hanie Kim, Puerto Rico</li> <li>7. Dr. Maysa Banat, Lebanon</li> <li>8. Dr. Yousef Karbhari, UK</li> <li>9. Dr. Ashiqur P. Rahman, Czech Republic</li> </ol>
	<b>Conference Close</b>
<b>22 June 2018</b>	<b>Free day for Participants</b>

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# WHEN VICIES DESERVE TO BE LAUGHED: MOLIÈRE'S THE MISER

Asst. Prof. Dr. Chutima Maneewattana\* & Saranphat Sangthong\*\*

\*Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, Bangkok, Thailand

Email: \*chutima.ma@ssru.ac.th, \*\*saranphat.sa@ssru.ac.th

## ABSTRACT

The essay explores one of Molière's funniest and darkest plays, *The Miser*. Theories of humor are applied to analyze the play's mood and tone. Molière's theatrical techniques are discussed in order to explain how seriousness in his comedy deserves to be laughed: how tragic is equivalent to comic; What was Molière's intention? and how he made vices laughable.

**Keywords:** Molière, *The Miser*, Theories of humor

## INTRODUCTION

When use the word "comedy", people tend to think about "a dramatic genre that is intended to amuse". As Mel Gordon states: "comedy is associated with humorous behavior, wordplay, pleasurable feeling, release of tension, and *laughter*" [1]. However, if a comedy deals with a serious issue, could it still release tension and incite laughter? And, if laughter is successfully aroused then, why do we still laugh at a harsh situation? Furthermore, why do poets utilize somberness in their comic works, despite it seems incompatible? This essay examines one of Molière's darkest plays, *The Miser*, as a case study for the above questions in order to pinpoint what are the appropriate answers.

While *The Miser* is often classified as one of the "high comedies" of Molière along with *The Misanthrope* and *Tartuffe*, [2] the play has become controversial: is it comedy or not? It is because the play deals with defects of human nature -- vices, selfishness, avarice, and greed -- which prevailed throughout the story by the main character, Harpagon. As G.J. Mallinson states: "many have viewed it as an acutely disturbing play in which the intensity of the miser's obsession, the fragile relationship of father and son, [3]" For example, Goethe regarded the play as deeply tragic for there is a tragic greatness, which "destroys the affection which usually unite a father and a son" [4]. Nevertheless, *The Miser* has still become one of Molière's most popular comedies and it can still make an audience laugh successfully, as Eustis utters: "*The Miser* is one of Molière's funniest plays [5]". In the following examination, the attention will be paid to its techniques and reasons for employing seriousness in his "comedy", *The Miser*.

### **Tragic and comic**

According to Henri Bergson, the famous French philosopher who attributed laughter to the '*mechanical encrusted on something living*' [6], his theory of humor testifies that Molière's *The Miser* is far from tragedy or drama and it is laughable. Bergson argues that automatism, absentmindedness, and unsociability are ingredients to the making up of the comic in character [7]. We can find such comic ingredients in Harpagon's behavior. Due to the obsessiveness in money, Harpagon seems puppet-like rather than a real man and always doing things absentmindedly. For example, he automatically blows out one of the two candles in his house (in Act V), checks his moneybox day and night, (mis)interprets everything by relating them to his money (e.g. in his conversation with Valere, in Act V) and so forth. Consequently, such behavior make Harpagon seem unsociable and to be capable of being comic. Besides, apart from the mechanical characterization, Molière also applied the 'automatism' through other theatrical elements, such as the mechanical choreography (e.g. when Maitre Jacques moves back and forth crossing the stage pretending to reconcile Harpagon and Cleante, in Act

IV), the repetitive rhythm of conversation. Bergson concludes that such comic elements will alienate our sympathy (from taking him seriously), as he states “how can we put ourselves in tune with a soul which is not in tune with itself?”[8]

Moreover, Mallinson reinforces Bergson’s theory by arguing that, *The Miser* is prepared to laugh because of its stylization [9]. He contends that although Moliere offers ‘a portrait of everyday life’, the play is not necessarily to produce reality. On the contrary, Moliere enormously employed the stylized theatrical devices, such as *invraisemblance*, exaggeration and disproportion, which make the play stylistically far from real. By this, he convinces that such stylization is ‘an antidote to the tension and pathos potential in the plot [10]’.

My *first* impression, after *reading* the play, was to agree with Goethe’s perspective and some other critics that the play is too bleak to laugh and conveyed a deep tragic element. While I did agree with Mallinson and Bergson that such comic elements had alienated my sympathy effectively and found that many details of Harpagon’s miserliness lighten the seriousness of his vice [11]’, there were some exceptions.

Although it seemed laughable with the avaricious characteristic that Harpagon obsessively deals with the safety of his moneybox, his household matters, his servants and so on, an audience could not seem able to laugh when in the moment that his loathsome father image goes too extreme in these following two scenes.

The first scene is when Harpagon still insists on being his son’s rival, even after he knows that Cleante loves Mariane and wishes to marry her (in Act IV), that moment I was ‘forgetting to laugh’. It is because, even though he does not truly love the girl for he hesitates to make a decision due to the problem of her dowry (in Act II, P 299), he still does not want to lose her. Therefore, when he still insists not giving Mariane to his son, his monstrous father image overcame my *feeling* at that moment.

Another intolerable scene is the climax scene: when Harpagon is accusing Valere of being a thief and wants him to be punished. The conversation is more than dramatic when Elise implores Harpagon *on her knees* to spare Valere’s life by explaining that he is the one who saved her life. But Harpagon replies to her heartlessly and even says that it would have been better Valere left her die than stealing his money. (Act V, 339-340). Again, I found the way he treats his daughter is too evil to laugh.

Although I agree that comedy requires an intellectual response, which is opposite to emotional response in tragedy [12], I still responded to these scenes emotionally. Although I laughed at some of his funny behavior, when he becomes too bad I could not laugh. Although I had been aware that he is just a caricature, such the moment I hated him. Therefore, I wondered why I took him seriously with the awareness that he is a buffoon in *comedy*.

Let me compare this to the fundamental humor of slapstick comedy. We tend to laugh when a clown stumbles and falls, but we would never laugh if that clown is bleeding. Even if we are aware he is ‘a clown’, it is ‘fake blood’ and it is not ‘real hurt’, we could not help ourselves feeling hurt for him at the certain moment. It is because, I would argue, the blood is an embodiment of ‘reality’: if you are not really ‘real’, you should not have blood. Suffice it to say that, whenever we believe a character is real, we are likely to ‘feel’ the play. In other words, the closer (or the more details) the character is portrayed as a human being, the greater chance we believe he is ‘real’. Likewise, perhaps in *The Miser*, the characters were portrayed with *enough* details of realistic level that make me believe they are human beings. Especially, when we believe that Harpagon’s vice are as real as human’s vices, we regard he is ‘real’, then we do not laugh. That is the reason why I felt the feeling from the play (by reading).

Therefore, it seems to me that whatever comic elements Moliere employed, the play does not completely prevent me from becoming sympathetically involved. Perhaps this issue (the relationship between parent and children) is too real and too sensitive to arouse laughter by any comic elements? Besides, if comic elements in the play can ‘unanimously’ alienate people from reality and feelings, why the play has been controversial in such issue, then? That means we could not deny there are some people have been, somehow,

touched by the play. However, the question remains: obviously it was very hard to make people laugh with seriousness, but why dose Moliere choose such issue an in his comedy? What is his intention?

**What was Moliere's intention?**

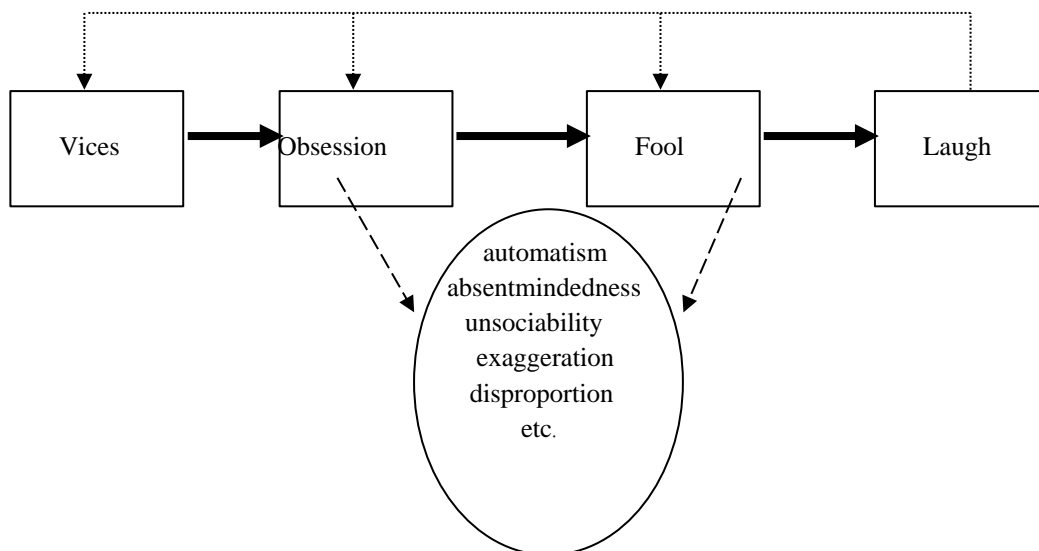
In *The Miser*, Moliere always lets other characters (especially *servants*) and audiences make fun of Hapagon whenever he reveals his vices. It is because he meant to portray a miser as ‘a fool’ (and wanted the character to be just ‘a fool’ in deed). Although it seems that laughter is incompatible with bad character, Moliere insisted to do it and that was what challenged his skill. He did not write a general comedy that was usually dealing with a *light* topic, which would be much easier to make people laugh. He also did not write tragedy because he believed that comedy could cure people as well as tragedy did. He intended to portray the main characters with no less ‘tragic flaws’ than characters in tragedy had. And although he did not let Harpagon face any disasters in the end, an audience’s response might be equivalent to a feeling of disaster for there is no sign of hope to see Harpagon being better. *The Miser* is a comedy that was deliberately dealing with the dark side of human nature as same as the subject in tragedy. Therefore, it can be said that Moliere had elevated the level of comedy, in his time, to be equal to tragedy, which caused his works to be labeled extraordinary.

Moliere wanted to deal with a devilish character not just with normal ones. As he stated: ‘the function of comedy is to correct men’s vices and theatre is admirably suited to provide correction.’[13]. Therefore, in order to make his comedy as a therapeutic art (as worthwhile as tragedy), he derided vices in order to let us laugh at them: vices deserved to be laughed more than anything else. As he stated:

“The more forceful lines of a serious moral statement are usually less powerful than those of satire; and nothing will reform most men better than the depiction of their faults. It is a vigorous blow to vices to expose them to public laughter. Criticism is taken lightly, but men will not tolerate satire. They are quite willing to be mean, but they never like to be ridiculed [14].”

According to Moliere’s perspective, I would compare it to a mathematics formula: if A=B, and B=C, ∴A=C. That will be: if vices equal foolishness, and foolishness provokes laughter, then vices could provoke laughter, too. That means, in Moliere’s point, the more Harpagon reveals his vices, the more ridiculous he becomes. In other words, the harsher he is, the more we (should) laugh. That is the reason why Moliere did not reconcile to diminish the evil degree of Harpagon just in order to make him lighter and more laughable. On the contrary, he increased the comic sense in the play by making Hapagon worse. Therefore, if we understand Moliere’s purpose that the bleak tone in the play was intentionally used in order to ridicule men’s vices, we would not pay any sympathy but laugh.

*How Moliere makes vices laughable*



Over to me, after examining Moliere's intention, I found that my first impression of the play was quite against his objective. However, I would say that now I understand the point and do appreciate it. Another practical thing that intrigued me by Moliere's works is the message that showing how to deal with men's vices in the real life. What I could imagine Moliere wanted to tell people is: "if you happen to deal with mean people, it is a good idea if you just *feel* nothing but *laugh* at them and their vices."

### CONCLUSION

As the above mention that while *The Miser* has been controversial about its bitter tone, the play is, perhaps, the funniest of Moliere's comedies. However, it seems to me that responses and assessments are individual and uncontrollable. It is less important whether the play is laughable or not; the message of the play, which conveyed Moliere's objective, is more important. Why did Moliere insist to offer a portrait of Harpagon in such a harsh way in *comedy*? The answer is that is why Moliere has become the world-class dramatist and his works have been immortal until now.

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