



**6th INTERNATIONAL CONFERENCE ON  
CULTURE AND CIVILIZATION**

**August 19-23, 2019**

**Manhattan, New York City**

**PROCEEDING BOOK**

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## HRT-ROS: Heterogeneous Real-time Architecture for Robot Operating System

Byoung Wook Choi\* and Raimarus Delgado  
Dept. of Electrical and Information Engineering, Seoul National University of Science and Technology, searho@seoultech.ac.kr

**1. OBJECTIVES**

- Describe Heterogeneous Real-time Robot Operating System (HRT-ROS), a very promising software architecture ensuring real-time processing and heterogeneous software compatibility for Robot Operating System (ROS)
- Show the conceptual software model integrating the Data Distribution Service (DDS), FreeRTOS, and Xenomai
- Evaluate the communication stack between ROS and Xenomai in terms of periodicity and transaction time

**2. Heterogeneous Real-time ROS**



**3. Performance Evaluation**

At HRT-ROS should support both real-time and non-real-time components, evaluation of the XDDP communication interface was performed.

**Experimental Testbed**

- Xenomai Platform
- Load: dual-core ARM Cortex-A9
- 8 GB DDR3

**4. Experiment Results**

Task	Task Periodicity (ms)	Transaction Time (ms)
Task 1	1000	1000
Task 2	2000	2000
Task 3	3000	3000
Task 4	4000	4000
Task 5	5000	5000
Task 6	6000	6000
Task 7	7000	7000
Task 8	8000	8000
Task 9	9000	9000
Task 10	10000	10000



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# CONFERENCE PROGRAM

Times	Activity/Session	Location
21.08.19	Networking City Tour	Manhattan, Park Ave. Starts at 10:00 am.
22.08.19	Session(s)	NEW JERSEY INSTITUTE OF TECHNOLOGY

Times	Activity/Session	Location
09:00	Registration, Coffee & Networking	Hotel Riu Plaza New York Times Square
10:00	Welcome & Introductions	Hotel Riu Plaza New York Times Square
10:30 –12:00	Morning Session(s)	Hotel Riu Plaza New York Times Square
12:00–13:00	Break & Networking	Hotel Riu Plaza New York Times Square
13:00–15:00	Afternoon Sessions(s)	Hotel Riu Plaza New York Times Square

# CONFERENCE PROGRAM

Times	AUTHOR	PAPER ID	ORAL PRESENTATION
10:30-12:00	Assoc. Prof. Kasım KARAMAN	ID1985760D901	Women Entrepreneurs Making PasrtyBusiness in Kayseri
	Simten Demirkol Toygu	ID1985760D945	A Contemporary Perspective on How to Approach and Stage “Rossum’s Universal Robots” by Karel Capek
	Ali Fikret AYDIN	ID1985760D946	The Reflection of Cultural Differences to Corporate Communication
	Nisha Varghade, Nilesh Varghade, Manali Singh	ID1985760D947	Impact of Social Media on Real Estate in India
	Khushali Choksi	ID1985760D948	Impact of Social Media Penetration on Print Media
	Tahsin BOZDAĞ	ID1985760D954	Colorful Investigation of Tulip Marbled in Traditional Turkish Marbling Art and Application Techniques of Tulip Moti

# CONFERENCE PROGRAM

Times	AUTHOR	PAPER ID	ORAL PRESENTATIONS
13:00-15:00	Ghata Sarvaiya	ID1985760D952	Impact of Social Media in Tourism Industry
	Manali Singh, Nisha Varghade	ID1985760D953	Impact of Social Media Marketing on Cosmetic Products in India
	Muntazar Mehdi, Muhammad Abdullah, Mumtaz Hussain	ID1985760D957	A Critical Analysis of Woman Discourse in the Perspective of Language and Gender
	Yusuf SÖYLEMEZ	ID1985760D955	A Resolution on Visual Communication Design Since The First Human
	Nurgül Söylemez	ID1985760D956	Appearance of Visual Arts in Society

- ▶ *Dear Participants of the Culture and Civilization Conference,*
- ▶ *I would like to express my heartfelt thanks to each of you who participated in Culture and Civilization Conference in New York, USA, 19-23 August.*
- ▶ *Thank you for giving your time and resources to attend and to contribute. Hopefully you enjoyed both the scientific part and the social program and that you used the opportunity to extend your existing networks. I am sure that the cooperation with most of you will continue in the near future.*

*Best wishes,  
Mustafa Latif Emek  
Board Member*

# 6th INTERNATIONAL CONFERENCE ON CULTURE AND CIVILIZATION

## ▶ Women Entrepreneurs Making Pasrty Business in Kayseri

▶ Kasim KARAMAN

▶ Assoc. Prof., Erciyes University, Education Faculty

### ▶ *Abstract*

▶ *This paper attempts to evaluate entrepreneurship characteristics of woman entrepreneurs who turned their domestic traditional roles into a business enterprise in Kayseri, Turkey. The paper also examines the factors that either supports or prevent women from entrepreneurship. Qualitative research methods were used in the research and data was collected through participant observation and in-depth interviews.*

▶ *Came into prominence in academia in 1980s, entrepreneurship have become not only a topic for economic but also psychological and sociological studies. Entrepreneurship is a phenomenon that is related to both individual characteristics and social structure. Put differently, social values and culture play an important role in emergence or development of characteristics of entrepreneurs.*

▶ *Stereotyping concerning gender causes inequalities between male and female entrepreneurs. For this, women entrepreneurs exhibit different images in different cultures; social status and roles restrict areas and dimensions of entrepreneurship.*

▶ *Women entrepreneurship in Turkey has been supported by the certain factors in recent years such as urbanization and individualism, change in economic conditions, increase in educational level and policies that support women employment. In the cities where modern and traditional practices coexist, more women appear to transfer the domestic works that they do as part of their traditional status and roles to outside home to make business enterprises and has become successful. Their efforts help to remove barriers for women that erected as result of traditional gender roles in the society.*

▶ *According to the research findings, women who are assigned to cooking resulting from division of labor based on gender roles in the family, now transferring their efforts to outside home recreating themselves as entrepreneurs. Culture that established a link between being a good wife/mother and diligent in the kitchen appears to be pave the way for a rational economic gains for women. The general economic context of Kayseri that is based on solidarity and cooperation also seems to help these entrepreneur women operate well in business.*

▶ **Keywords:** Entrepreneurship, gender, women entrepreneurs

▶ *This Research was supported by the Erciyes University Scientific Research Project Unit under Contract No: SBA-2017-7488.*

# 6th INTERNATIONAL CONFERENCE ON CULTURE AND CIVILIZATION

## ▶ A Contemporary Perspective on How to Approach and Stage “Rossum’s Universal Robots” by Karel Capek

▶ **Simten Demirkol Toygu**

▶ *Anadolu University School of Music And Drama, Department of Performing Arts,*

▶ *Eskişehir, Turkey*

### ▶ **Abstract**

▶ *Karel Capek is one of Czechoslovakia’s prominent artists with a career as a playwright, publisher, photographer and art critic. The word “robot” has found its contemporary meaning through his work Rossumovi Univerzální Roboti (Rossum’s Universal Robots), written in 1920. This 3 Act Play (Prologue and 3 Acts), which some sources describe as futuristic, approaches the future in a manner that is quite ahead of its time. The main plot describes human-created biological robots of different kinds, which are stronger and more intelligent than humans. Robots, in time, gain the ability to think and reason for themselves as their formula being changed, and rise up to kill the humans. The play also describes how the workforce and intelligence created by humans manages to render jobs based on human labor – and ultimately humans themselves – obsolete. Which creates the main conflict between robots and humans in the first place.*

▶ *This extraordinary play has inspired many contemporary artists, referenced many times in other works, and is one of the few pieces in theatre history which can be described as science fiction.*

▶ *During the rehearsal process, the director tried to create a universe to communicate, dream and improvise with the students/actors by using other materials, such as poems, songs, movies, tv programs, etc. The text has been organized for the needs of the production. Some characters have been cut off, some characters have been added and new monologues have been added by the contributions of the actors. Thus, the play has been used not only as a text, but also as a learning/teaching material.*

▶ *This work contains examples from the 2019 staging of the play R.U.R. in the Anadolu University School of Music and Drama, as well as some thoughts and suggestions on dramaturgy and stage direction when attempting to stage this play from 1920 in contemporary conditions.*

▶ **Keywords:** Theatre, Robot, Staging

# 6th INTERNATIONAL CONFERENCE ON CULTURE AND CIVILIZATION

## ▶ The Reflection of Cultural Differences to Corporate Communication

▶ Ali Fikret AYDIN

▶ Afyon Kocatepe University Afyon Vocational School

### ▶ Abstract

▶ *In today's world where boundaries are becoming increasingly obscure, the possibilities of encountering and communicating with individuals from different cultures have increased. In this context, especially institutions that involve people from different cultures should be more careful about cultural differences and create a healthy communication environment in order to manage these differences successfully. Therefore, effective management of the corporate communication process is of great importance for the institutions. In business life, individuals unintentionally bring the characteristics of the culture they grow up with to the institution they belong to. Often, misunderstandings and conflicts arise in communication between employees due to cultural differences. This can sometimes affect the performance and competitiveness of the institution. At this point, it is necessary to apply appropriate communication methods in order to solve the problems arising from cultural differences. In this study based on literature, the aim is to discuss the reflection of cultural differences on institutional communication through examples.*

▶ **Keywords:** Culture, Cultural Differences, Communication, Corporate Communication

# 6th INTERNATIONAL CONFERENCE ON CULTURE AND CIVILIZATION

## ▶ Impact of Social Media on Real Estate in India

- ▶ Nisha Varghade
- ▶ Nilesh Varghade
- ▶ Manali Singh

▶ Pandit Deendayal Petroleum University, SLS, Gandhinagar, India

## ▶ Abstract

- ▶ **BACKGROUND:** - Social media has provided with ample of opportunities for businesses. It has been useful as effective communication and marketing tool. It aims to explore material facts regarding use of social media in real estate. Through social media many real estate companies have enhanced the performance and brand building.
- ▶ **PURPOSE:** - The objective of this study is to consider the utilization of social media and its potential role in the real estate sale process. Real estate professionals have had to become more innovative in the way they reach prospective customers.
- ▶ **METHODOLOGY:**-In order to conduct the research in best possible way, I have collected data in both - quantity and quality terms. The Questionnaire was distributed. The analysis is done on each question basis.
- ▶ **RESULT:** - From the question basis analysis we found out that most of the social media users have visited the real estate business profiles. This research also proved not only social media is essential but other means through internet too.
- ▶ **CONCLUSION:-** : We can say there is a huge impact of social media on Real estate but still this platform is not utilised optimal by Real estate business. With social media, Real estate business should also focus on their own website development; google search to boost website visits, and upgrade the virtual visits. Facebook, twitter, LinkedIn, YouTube and Instagram are the major social media platform.

# 6th INTERNATIONAL CONFERENCE ON CULTURE AND CIVILIZATION

## ▶ Impact of Social Media Penetration on Print Media

▶ Khushali Choksi

▶ Pandit Deendayal Petroleum University, SLS,

▶ Gandhinagar, India

## ▶ Abstract

- ▶ **BACKGROUND:** - Earlier traditional media had the focus in the dissemination of information and current happenings but after the advent of new media, media have changed drastically like social media, media apps, etc... in sharing news, opinions and information through a digital platform.
- ▶ **PURPOSE:** - The main aim of the study is to analyze the effect of print media industry after the emergence of social media.
- ▶ **METHODOLOGY:** - In order to conduct the research in the best way, I have collected data through qualitative and quantitative terms. The Questionnaire is analysed by each question.
- ▶ **RESULT:** - From the question basis analysis, I found out that social media is at a growing stage as still people give importance to print media for credibility of news.
- ▶ **CONCLUSION:** - We can say that there is a change in the medium of sharing information among each other through a digital platform like Instagram, Facebook, Twitter and even redefining the roles of journalists.

# 6th INTERNATIONAL CONFERENCE ON CULTURE AND CIVILIZATION

- ▶ **Colorful Investigation of Tulip Marbled in Traditional Turkish Marbling Art and Application Techniques of Tulip Moti**

▶ **Tahsin BOZDAĞ**

▶ *Erzurum University, Faculty of Fine Arts, Plastic Arts*

- ▶ **Abstract**

- ▶ *Ornament art of paper marbling, which is one of the natural beauty of the artist's hands away from your heart and from there to meet at the reflection in the water is a unique paper art. One of this art kind of Tulip marbling. Tulip marbling so precious master known as the one of marbling significance the most important example of the magnitude of pain constitutes one of the Tulip marbling. In addition to the valuable historical process of marbling in the study of the master's name is mentioned in the beginning of the flowering Tulip marbling from master to master some precious examples of the motif is to review examples of marbling and Tulips. This work is just the art of marbling colors with reflection in the water, rather than a unique mystery of every drop of each motif is the Foundation and future generations of traditional marbling sense for those who want to get to know this art full reflection of a pain resource guide the aim of the study is to constitute.*

- ▶ **Keywords:** Tulip, Marbling Flowers

# 6th INTERNATIONAL CONFERENCE ON CULTURE AND CIVILIZATION

## ▶ A Resolution on Visual Communication Design Since The First Human

▶ Yusuf SÖYLEMEZ

▶ MEB, Malatya Science and Arts Center

### ▶ Abstract

▶ *The common indispensable of all living things is the sense of seeing. Throughout history, human beings define what is happening around them, see what is happening first, try to understand and then react. Visual communication hosts the basic element of vision. However, human beings use visual perception as the most effective sensory organ to perceive the message they have on them while analyzing the visuals around them. Humans used fire and smoke to communicate, communicate and communicate with each other when they did not know how to speak and write. Afterwards, they tried to explain their situation to each other by engraving signs on rocks, trees, applying paints on their bodies and faces, for both communication and religious worship. The methods that constitute the first signs of visual communication are symbols, colors, objects, etc. in the stages of human life from the primitive lifestyle to today's technology-society. countries and cultures. With the emergence of languages, oral communication has emerged. There are many different languages and dialects around the world. Communication is divided into transmitter and transmitted. Communication can be defined as a feeling, a thought, a behavior, or an exchange of information between two people or groups of people or groups that send and receive the message. Contact; There is a need for communication to design and share the tools and equipment needed to survive within the same geographical structure or natural conditions. When people do their work, they plan in a certain discipline, but designers plan it in different forms. Form elements may vary according to the design area. Art seeks correct and effective solutions to problems of imagination and creativity. In this process of art visual search and design process can be called.*

▶ **Keywords:** Visual, communication, Design

# 6th INTERNATIONAL CONFERENCE ON CULTURE AND CIVILIZATION

## ▶ Appearance of Visual Arts in Society

▶ Nurgül Söylemez

▶ Visual Arts Teacher, Meb, Malatya, Turkey

## ▶ Abstract

▶ *Whether it is informal education or formal education, whether programmed or uneducated, in all aspects of education and at all stages of education, art as a means enters into life as a tool, life becomes full. Many of the negativity, tastelessness, insensitivity and confusion we see in our environment is the aesthetic appreciation, lack of art. It must be forgotten that where there are beauties, there is love, where there is order, there is respect, there is empathy. Where there is love, there is a pleasant life. Art education enables the person to know himself / herself, to communicate correctly with the society he / she lives, to see the problems and to produce solutions. The cultural level of a society, the artists who have grown up in that society and the people who understand art and develop value judgments determine the multiplicity. Therefore, art is an indicator of the cultural development of societies. The function of art is to create an aesthetic concern in the audience, in the reader, in the audience, in the viewer, in the viewer, and in a way to create a message about the values, the present, and the perception of tomorrow. Art education contributes to the development of one's creativity and imagination, and develops skills in problem solving, interpretation, critical thinking and communication. It helps to create self-confidence and discipline. It improves its sensitivity and allows it to empathize, putting itself in the place of someone else. It contributes to having a curious soul. The researches have shown that students who work in any of the creative expressions such as music, painting and drama have higher scores in the tests and examinations. Consequently, the existence of art education in schools actually means the existence of society.*

▶ **Keywords:** School, Art, Society

# 6th INTERNATIONAL CONFERENCE ON CULTURE AND CIVILIZATION

## ▶ Impact of Social Media in Tourism Industry

▶ Ghata Sarvaiya

▶ Pandit Deendayal Petroleum University, SLS,

▶ Gandhinagar, India.

## ▶ Abstract

▶ *The variety of individuals' mistreatment social media has been enlarged considerably in recent years and this number is anticipated to grow abundant higher within the next few years. Social media connects folks globally. It can be same that a personal mistreatment social media may have the influences on the thought and behaviours of his/her followers toward specific events, products, and services. Realising this trend, several firms and government have categorical their selling campaigns on social media with the hope that their customers may simply access the data on their merchandise and services. The marketers may conjointly save the cost by taking the benefits of the influences among users on social media. Additionally, with the applying of this selling sort, marketers may simply manage the feedbacks of its customers. Touristry business is additionally during this trend and it even applies this technique a lot of powerfully to publish and promote their products/services to a lot of potential customers. thanks to the actual fact that guests live isolated from the traveller destination, travel agents, and different welcome facilities, on-line selling is seen because the best suited technique to urge public info.*

▶ *The completion of this analysis can offer a short summary regarding social media selling in business normally and in touristry business, particularly in India.*

▶ **Keywords:** Social Media, Tourism, Markets in India

# 6th INTERNATIONAL CONFERENCE ON CULTURE AND CIVILIZATION

## ▶ Impact of Social Media Marketing on Cosmetic Products in India

▶ Manali Singh

▶ Nisha Varghade

▶ Pandit Deendayal Petroleum University, SLS,

▶ Gandhinagar, India.

## ▶ Abstract

▶ *Nowadays social networking sites uses optimal way to promote the products and encourage to purchase and bargain of cosmetic products through social media .The Indian cosmetic industry has witnessed rapid growth in social media over last couple of years. With wide range of cosmetic products available in India, buyers are greatly influenced by the social media marketing done by the brands. Social media create an impact on customer's decision making to buy branded cosmetic products. The research is conducted on "impact of social media marketing on cosmetic and beauty products in India". The research focuses on the buying intentions of female segment. To accomplish the purpose of this study, we conducted research by the aid of both qualitative and quantitative data. The data was gathered through questionnaire and personal interview. The research focuses on the buying intentions of female segment. The questions were related to how highly influence they are from social media to buy cosmetic products. Each question is analyzed in detail in the research. The sample strength of the research work comprises of 105 respondents. The study has concluded that females in Indian market are highly influenced by social media marketing of cosmetic brands. Social media bloggers and influencers greatly impact the perception of females buying intention of cosmetic products. Social media can create an impact on customers that involve in the process of decision making of branded cosmetic products in Indian market.*

▶ **Keywords:** Social Media, Cosmetic Brands, Indian Market

# 6th INTERNATIONAL CONFERENCE ON CULTURE AND CIVILIZATION

## ▶ A Critical Analysis of Woman Discourse in the Perspective of Language and Gender

▶ Muntazar Mehdi

▶ Faculty of English Studies, NUML

▶ Muhammad Abdullah

▶ PhD Scholar NUML, Islamabad

▶ Mumtaz Hussain

▶ Assistant Professor

▶ University of the Punjab, Lahore

## ▶ Abstract

▶ *All the humanity spread over the face of Earth has been converted into a global village through latest and sophisticated means of communication and transportation. But, in the present advanced and civilized world, there are certain gender based stereotypes which are still followed and taken for granted in multiple cultures. It is stereotypically believed that exercise of power is the fat of males and submissiveness is destined to females or the men can exercise power in a better way as compared to women, and the same is reflected in their discourse. In the present study, the speech of a powerful woman (Prime Minister) is critically analyzed through a comprehensively adapted framework and finally, it is concluded that if women are given opportunities, they can perform equal to men if not better than men.*

▶ **Keywords:** Critical, analysis, woman discourse, perspective, language and gender