From Knowledge to Wisdom

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The Free-Flowing Voice and its Connection
With the Mother Tongue

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Does the native tongue confer greater authenticity and connection? And how does this connect with languages acquired later in life? From thirty years of directing, training, and auditioning actors from a range of ethnicities, I have believed that the mother-tongue has a particular and organic connection for an actor, one difficult to achieve in any other language. This belief was confounded in a laboratory conducted with Romanian actors, March 2013. The work was performed in both English and Romanian and it was with a sense of shock that I observed that the work was more vital, compelling, and physically and vocally engaged when they spoke in English. What were the factors at play here and what are the implications for future work? Patsy Rodenburghas written of the giddy delight children find in language. Under what conditions does the native tongue evoke that "giddy delight" and where and when does it become an obstacle to such pleasure?

Keywords: Tikanga Māori, viewpoints, mother-tongue

Performance Research Into Immediacy and the Mother-Tongue

Sometimes there is a moment within a creative research project where previous assumptions are challenged and beliefs confounded, a moment when a whole new set of questions arise. This is inevitably a moment of deep engagement. It is a place of checking and re-balancing. Questions and the condition of not knowing bring life to the work, they jolt us awake, our creative and intellectual juices increase their flow, and in the light of this questioning, everything that went before has to be reviewed and re-examined. They take us to a place of new possibilities. Bogart (2013) writes "Each worthwhile project is animated by curiosity, by questions, by a nagging itch that requires attention". In 2013, the author began a performance laboratory in Bucharest with one set of questions and in the midst of the work, confounded by unexpected results, was led into a raft of new questions, a nagging itch that has remained with me, making the laboratory a significant and fertile milestone in my creative journeys.

A series of Performance Laboratories

From 2012-2014 the author had conducted a series of performance-as-research laboratories using extracts from Gregory's (2006) poetic text, *Bone Songs* and juxtaposing this with improvised, biographical text generated by the actors themselves. The laboratories took place in London, Bucharest, and Shanghai and in all cases the majority of the participants did not speak English as their mother tongue, though this was the working language for the workshops. The focus for each of these laboratories varied, but in each case the "conversation"

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between mother tongue and English, written text and personal biography was central to the exploration. The work was explored through frameworks based on the indigenous rituals of the Māori[1], which have long been integral to my working process, and through the Viewpoints acting methodology[2], an approach developed by the American director, Anne Bogart.

These laboratories were part of an on-going research into creating work that is artistically structured or fixed, and simultaneously created within the moment, the intention being to combine artistry and improvisation. The challenge is to wake ourselves up, to see anew, to respond out of the moment: not out of memory (reaching into the past) nor out of desire (reaching into the future), both of which produce what Peter Brook has famously described as "deadly" theatre (Brook, 1968, p. 12),[3] which is experienced all too often in our theatres. I employed Māori frameworks and Viewpoints because together their processes anchor actors to the present moment. They refocus performers' attention towards purpose rather than performance, towards the outer, rather than the inner world. They favour connection both to each other and to audiences, and the kind of alertness more often seen in sporting events.

Bone Songs

Bone Songs is an exploration into our humanity through an imagined conversation with one man's past selves. In this way it speaks to all of us. Peter Brook describes the work as "unique"—there's no other word that can contain this remarkable work. Each phrase is a painting, a poem, an act of theatre, and an autobiography. André leads us through the ice floes of memory, where depths of pain melt into a sea of compassion[4]. *Bone Songs* is Gregory's exploration of his marriage, the words that are left unspoken, the influence of childhood experiences that limit ability to relate. It is told in a series of poems set in Antarctica, each of which have highly evocative titles such as *Arctic Love Song 1* and *Waking the spiders on the floor*. This is not the literal landscape of the ice but an Antarctica of his mind, one where polar bears perhaps roam and where his young and middle aged selves can meet and talk and explore the joys, challenges and dangers of love. This makes it an ideal text with which to juxtapose personal biography, Gregory's words resonating with the cast's own life experiences, leading them to reflect on them in ways that can be both profound and quotidian.

At the same time its highly poetic nature created a strong tonal contrast with personal anecdotes. I wanted to explore how these different registers might connect and bring life to the performance, much as the mixture of grief and laughter so often brings an intensity of life to encounters on the marae[5]. Speakers during a pōwhiri[6] move freely from teasing the living to mourning the dead: "The mixture of grief and happiness seems strange to outsiders, but not on the marae… On the marae life is all of a piece, and there is no attempt to enforce one type

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[1] The indigenous people of New Zealand.

[2] Viewpoints are, in the first instance, a language for discussing what occurs on stage, a language that is not based on psychological relationships between "characters" nor on narrative nor text. They are, rather, a language based on the physiological, born out of acute observation of each present moment. In this way the viewpoints articulate a tangible reality, something that exists in the world to which the actor pays attention. Scott Cummings describes them as "a system of fluid and variable signs, which in staging a performance are arranged and combined for aesthetic or rhetorical purposes" (Cummings, 2006, p. 113). The nine viewpoints are: Spatial Relationship, Shape, Relationship to Architecture, Tempo, Duration, Kinaesthetic Response, Topography, Gesture and Repetition.

[3] Brook coined the term in the 1960's, claiming that: "as a whole, theatre not only fails to elevate or instruct, it hardly even entertains".

[4] Brook, Peter. Quoted on the cover of André Gregory's *Bone Songs* 2006.

[5] The formal space outside the meeting house of a Māori tribe where formal meetings take place, often also used to include the complex of buildings around it Māori tribal meeting place.

[6] Welcome Ceremony.

of emotion or another".[7] Gregory's text invites a similar range and as progressing through these laboratories the casts grew ever more open in revealing intimate stories from their lives and allowing them to resonate against the work of the group and the Gregory text (see Figure 1).

Figure 1. Actors working sequence Bucharest, 2013.

Utilising Tikanga Māori Ritual Frameworks to Hold the Work

In each of these laboratories the work was introduced by establishing rituals to begin and complete each session, bringing in the individual lives and ambitions of the actors, setting a principle that would continue throughout the workshop of intertwining the personal and the professional. The participants were not asked to leave their personal lives outside the rehearsal room, but rather to allow everything that affected them to be a part of the work. This process is based on tikanga Māori[8] rituals and is one that I use to support all my work. As actor and teacher Teina Moetara comments, speaking of rituals on the marae:

> You never lose who you are—in fact you acknowledge it, clock it, and everybody does that… You understand that all the threads that make up you as a person are there—you don't have to leave a part of you at the door. In fact your main task is to continue to pull all these threads in.[9]

In the case of this laboratory I was also setting up a practice of sharing personal stories, which would then

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[7] Salmond Anne. *Hui: A Study of Māori Ceremonial Gatherings*, Auckland: Reed. 1975, p. 112.
[8] Rituals and customs. Everything organised according to Māori custom.
[9] Moetara, Teina. Interview with Annie Ruth, 3 December, 2009.

become a part of the performance text. In introducing them in this context I was generating a sense of ease in story-telling, hoping that the actors would retain a similar simplicity and directness in encountering their audience. The Romanian acting teacher, Tania Filip saw this as a unifying force within the Bucharest workshop, one that was apparent in the final presentation: "And, of course, the presence of Māori culture through the Māori rituals shown and performed at the beginning of each work session, gave the expected unicity of this workshop" (Filip, 2013).

Viewpoints and the Outward Gaze

Both tikanga and Viewpoints-based choreography require the actor to constantly "read the room" and adjust their response to that reading, sometimes in small, subtle ways, sometimes in major realignments. They set up a situation in which every movement brings out a response, even when the movement is not fully understood. This means the space remains kinaesthetically alive and filled with "unknowingness" with all the danger that implies. They were being asked to focus on the physical life of the body in a series of choreographic tableaux created in parallel to the text, and to put all their attention on the timing of these chosen physical stances against the movement of their fellow actors. This movement choreography, based on the principles of Viewpoints improvisations, is a flexible tool for generating work that is poised between the artistically fixed and the unpredictably free. The task was to generate the sense of danger and excitement that arises where the future is genuinely unknown.

Viewpoints-based Choreography

To clarify this by an example: the play text of a conversation between a dying woman and her husband in *Bone Songs* might be juxtaposed with a seven-step movement sequence based on an image such as a Rodin sculpture or a theme of oppression and release. When the text is draped over the independently created action, a dialogue between act and word ensues with neither subservient to the other. Eelke Lampe speaks of the effect of this kind of dissociation of elements as creating a clash out of which new life emerges:

> she [Bogart] dissociates movement from verbal text, live music from recorded, visual elements and sound production from the expressive behaviour of the performers. The resulting clash allows for a new creative merge of the disparate elements in the spectator's mind during the performance experience. (Lampe, 1992, pp. 25-6)

Rafael (2008) describes them as "a physical architecture of performance that can enhance or contrast with the relationships and words of a text" (p. 144). The layering leads to unexpected juxtapositions of image and sound, enabling a fresh perception of the world. The very disjunction can help us to see anew. The words are the final act in the struggle to overcome the difficulty of reaching across all our separate lives and genuinely communicating our shared humanity. They are not the sole driver of the act. The actor's task of holding all these elements in awareness is huge. But its very difficulty stimulates her to reach out towards the challenge. The demand is that they stay in that state of impossible effort and work from that place.

Thus, the actors were combining Gregory's poetic text, biographical stories, and a set choreography, all running on separate tracks, so that the spoken text and the choreography did not always coincide in repeatable sequences. Sometimes the choreography might progress very quickly, the actors picking up the tempo as they passed the energy between them, while the spoken text moved slowly and delicately. Sometimes the movement paused while the text continued. Word and gesture were not fixed to each other but occurred in unpredictable combinations. And all had to be timed against the movements of the other actors within the seven-step

choreography, forcing them to watch each other fiercely (see Figure 2).

The "rules" of this choreographic challenge were that no actor could ever be more than one step apart from the other actors within the movement sequence. For example, the section of the Gregory text titled, *Arctic Love Song l* was divided into three rhythms, the titles of which were: *Looking or Imagining?*, *A Honeyed Meeting*, and *Catch a Falling Star*. Each series of stills incorporated an awareness of Viewpoints principles, playfully revealing something about the work/performance space. I then asked the actors to move from one position to the next, exploring different qualities and tempi in response to each other, making sure that the sequencing of the "stills" remained synchronised. We then draped the text over the action created out of the sequence of stills and their ever-changing movement linkage. The struggle for the actors was to allow this separation of text and movement to continue, to not fall back into a mind-set where "this gesture belongs to this word" but rather to allow themselves to be surprised and affected by ever-changing combinations. Often they struggled to keep their individual choreography linked to the group. Lapses of attention led to an individual following their own sequence without regard to the overall group with the result that the work lost its organic life and habit took control. The actor was no longer present within the work but delivering a formulaic rendition, drifting into memory and the knife-edge of the present moment was lost. The actors recognized this challenge and worked with each other to retain the "game" of the timing, and, for much of the time, they succeeded.

Figure 2. Actors timing their choreography against each other, Shanghai, 2014.

Confounding Expectations

The aim in this work is the engendering of a sense of exceptional life and vitality, not only through a particular actor's outstanding ability or through the coalescence of factors in a unique and miraculous moment of presence where "the uncanny, the magical and the dangerous hover at the outer edges of these limits [what is known and knowable]" (Goodall, 2008, p. 18) but through the application of structures that direct the actor's attention towards an intense reading and responding to the shifting sands of the present, allowing artistic, fixed structures and improvisation to co-exist. The presence sought lies in the interaction, the space between the actors, not in a particular individual. Both tikanga Māori and Viewpoints encourage such an approach, and I saw this at work in the performances of the actors in Bucharest. Bogart writes: "While paying attention to the details and welcoming insecurity, while walking the tightrope between control and chaos and using accident, while allowing yourself to go off balance ... something is bound to happen" (Bogart, 2001, p. 136). And in all three of these laboratories, happen it did, supported by these frameworks directing the actors' gaze outwards and through their willingness to engage with this, for them, alien approach.

The Bucharest Laboratory

In Bucharest[10] the laboratory was working with MA actors, most of whom already had substantial professional careers. I had made the decision to work in both Romanian and English, believing that the connection with both the received and self-generated texts would be greater in the actors' native tongue. I was testing the mix of received and improvised text within the Romanian context. I had introduced speaking both personal and received text in Romanian as well as English. And it was here that the outcomes became surprising, challenging my previously held beliefs. In the past I had worked in many multiple-lingual situations and noted the aliveness and sincerity that the mother tongue brought with it. In New Delhi, India, February to March 2012, I had directed a group of 19 actors, all speaking the given text in Hindi, though for only a handful was Hindi their first language, there being were 14 different mother tongues within the cast. When I got the young woman playing a soldier to speak in her native Tamil the speech took on a depth and urgency missing in the Hindi. I expected a similar, galvanising effect among the Romanian actors when they brought their own language into play. But to our collective astonishment, the effect was the opposite, observed not only by myself, but commented on by the cast and their acting teachers observing the work. The English text had far more vocal clarity, energy and precision, and this flowed over into the physical precision and energy. They were enlivened by the foreign tongue and de-energized when speaking their own. Again and again they reduced both the size and energy of their gestural language when speaking in Romanian, simultaneously losing vocal energy and colour. Why? Why was language operating so differently here? (see Figure 3).

At the end-of-day this was explored in depth through discussions with the cast, who had also observed the enervating effect their own language was having on their work. What they suggested, after considerable debate, was that the effort entailed for them in speaking English held them back from end-gaming or getting into psychological interpretations. Their freedom from habit in the foreign tongue allowed them to experiment more freely, held them more firmly in the present moment, focusing on each other and what they were doing, reacting to external stimuli, rather than thinking and deciding. Why then was this not the case in India or indeed in many other multi-lingual performance situations previously experienced?

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[10] Universitatea Nationala de Arta Teatrala si Cinematografica, March 18-27, 2013.

Figure 3. Woman speaking in Tamil, performance of Moira Buffini's Welcome to Thebes, New Delhi, 2012. Photographer: S. Thyagarajan.

The Past Re-examined

This began a re-examination of multi-lingual situations in my past work, looking for clues to what seemed like a huge anomaly. And in doing this was forced to "see" that past creative work anew. In Shakespeare's *King Lear* Kent advises the king to look again, to see his daughter's offering through a less familiar, but more appropriate lens: "See better, Lear" (Shakespeare, 1997, p. I.i.158). This laboratory was giving me a fresh lens, enabling me to better understand what had previously been observed, but not truly "seen". As director of Toi Whakaari: NZ Drama School for 14 years I had often had occasion to audition actors for whom English was a second language. Working to elicit stronger work from them, the staff would often invite them to re-work a speech in their mother tongue, and, almost invariably, their work came alive. But did it come alive because they were speaking their first language, or was some other factor in play? I vividly recall some of these moments, as when a Chinese man told a story from his childhood that in English had been overly mannered, but which, in Mandarin, became delicate, connected and beautifully precise, drawing those watching into a different world. Consider the Samoan actors whose native language grounded them, while allowing a playfulness and fluidity missing when they spoke to us in English—why did this happen? I had thought I knew the answer, but now I could not be so sure.

In 2012 I had conducted the first of these performance laboratories for the International Centre for Voice at Royal Central School for Speech and Drama, London, mixing biographical and extant text. Unlike in Bucharest, where all the actors shared the same mother tongue, in this laboratory of only five participants, the first languages were Korean, English, American English, French and Ewe, one of the languages of Togo in West Africa. The use of mother tongues, as well as providing hugely variant aural textures, brought with them deep-seated personal connections, and vocal ease, which the actors were able to extend into the Gregory text. I noted in my production diary: "The extraordinary connection in personal texts is beautiful… The differences in cultural background among the cast are very rich and this is made tangible in their different languages" (Ruth, 2012) (see Figure 4).

Figure 4. Actors, International Centre for Voice, London, 2012.

Observing the performance at the end of the laboratory, Jane Boston, Director of the International Centre for Voice, wrote:

> The principle of telling ones own story seemed to encourage the performers to become accustomed to integrating it with the previously composed text. This process seemed to provide a way whereby the performer realities, along with those provided by the author, could form a bridge between interpretive work, long been part of the British voice training system, psycho-physical work and post dramatic theory. In these ways, enactment could create the voice instead of voice leading the enactment and vocal ease could ensue.[11]

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[11] Boston, Jane. Emailed response to *Bone Songs* Laboratory, 12 March, 2013.

Using their first languages for segments of the work seemed to me an essential part of that ease. And also of the vitality and a certain sense of urgency the actors brought to the relationship with the audience.

Looking back it is clear that another factor was operating in these experiences, one to which I had not paid sufficient attention at the time, that of the difficulty of speaking across a linguistic barrier. The Korean woman speaking her own language to an English-speaking audience, the African speaking Ewe, were both grounded by their own tongue, and at the same time striving to connect across the language barrier in the face of possible misunderstanding or incomprehension. Perhaps it was not (or not only) the fact that these actors were speaking their mother tongues, but that they were speaking them to people who did not understand them that brought the sense of energy? Perhaps the groundedness, the clarity the physical and vocal energy were at least partially a result of needing to use everything in their being to communicate to an audience who would not understand their words? Was it the level of difficulty that was the life-giving force? I considered how powerful the work of the Korean actor was, in both English and Korean. In both cases she had to reach across a huge language barrier, her English being heavily accented and therefore strange to the unhabituated ear. Yet her level of communication was phenomenal and her ease through a huge emotional journey truly remarkable (see Figure 5).

Figure 5. Actors International Centre for Voice, London, 2012.

I have long understood that putting actors under physical stress or giving them almost impossible tasks to perform while speaking their text brings a great sense of life to the work. Indeed, this work with Viewpoints-based choreography is based on this principle. I have also seen the relaxation, the lack of tension

that comes with these all-consuming tasks, the actors having no surplus energy for self-monitoring and self-criticism, for anxiety about what the audience thinks of them, or what will happen next. The exigencies of the present fully consume them, allowing a vital connection with their audience in that present. I now see that dealing with a foreign tongue or speaking across a language barrier can have a similar releasing effect. This was certainly the case for the actors speaking in English in the laboratory in Bucharest. Filip (2013) remarks: "Very interesting was the balance between expression in English and their own language. In this matter we had the most unexpected results, as they were free and accurate in English, not in their maternal Romanian, which I consider a paradox" (see Figure 6).

Figure 6. Actor taking another's weight while she speaks the text, Shanghai, 2014.

For these Romanian actors, their own language, spoken to their fellow Romanians, seemed to contain a plethora of pitfalls. Rodenburg (1993) writes:

I think that too many of us hit a barrier when it comes to enjoying words. We have lost the ability to engage with language as a kind of healthy recreation… Words rarely make us giddy with delight the way they do a child. (p. 38)

When the Romanian actors spoke their mother tongue, all the habits, restrictions and vocal codes of their lives and upbringing came into play. In speaking English they had to work hard to find clarity, to remember text in the foreign tongue, and to simultaneously hold onto their complex choreography, and in doing that, some of the relish in the mere sound of the words came back to them. In contrast, in speaking Romanian they began to self-censor, looked self-conscious, reduced the movements they had choreographed to something more realistic, and took themselves into a mode more televisual than theatrical. They were clearly a group highly literate in film and trained in psychological realism and their own tongue led them to revert to a smaller and more contained mode. They lost the freedom and vigour that characterised their work when speaking English. They started playing for effect rather than simply letting the words do the work. Linklater (1992) writes that "Society has taught us that it is wrong to express ourselves freely… All too often the breathing musculature has been dislocated from its instinctual connections…" (p. 5). Speaking their own tongue to people

who understood it, sadly brought with it this lack of freedom, this hobbling of instinct. When they spoke the foreign tongue, both they and their audiences had to work harder to follow, and this brought with it for the actors the ability to play unselfconsciously. They were not criticizing their own delivery as they spoke, just speaking and moving was task enough. They were, like a sports team at its peak, focusing only on the task, on communicating and watching each other with fierce attention, not judging how they might be received.

The De-energizing Effect of the Familiar

It is only now, considering the work in hindsight, that it has become clear why this strange de-energizing occurred. We were, of course, working very quickly, since we had only 10 days together. But I now see that I needed to "problematize" their work still further when speaking Romanian, so that this pressure could be taken off them and the release they found in speaking English be replicated. When working with English-speaking actors performing to English-speaking audiences, I am instinctively aware of this, and work to increase the level of difficulty so that the space for self-monitoring is diminished. Here there had been a presumption that turned out to be erroneous. These actors needed to be helped to encounter their own language with a more child-like wonder and I believe that a greater focus on the vocal Viewpoints[12], where exploration rather than meaning is the focus, would have helped them to do this.

Carrying the New Understanding Forward

This new understanding of the connection between the struggle to surmount a language difficulty and a greater vitality and urgency in communication was reinforced in the third laboratory conducted in Shanghai in May 2014[13]. All of the participants spoke Mandarin as well as a number of other Chinese languages, their individual mother-tongues. Very few had any proficiency in English, so for the most part we worked in Mandarin (myself working through a translator), with a smattering of English phrases. In fact I was hesitant about asking them to attempt any of the work in English, but following the discoveries in Bucharest, it seemed important to explore the effect on the immediacy of the work when they attempted to communicate under that level of difficulty. The complexity was further enhanced by the variety of professional backgrounds within the group. Most had substantial professional careers as directors, Chinese Opera performers, dancers, choreographers, actors, and playwrights, with a small number of MA Directing students joining in. The rich mix of art forms made for fascinating and often surprising work. As before, we mixed biography with the extant text.

Two moments are worth noting. A Chinese Opera performer in his fifties spoke about his grandfather. Telling his own story was an unusual and challenging act for a man used to working in the highly coded world of Chinese Opera. He spoke in a dialect, so, while it was possible for the others to follow him, they had to work a little harder to do so, as did he in the telling. In the performance at the end of the laboratory I noticed the dancer standing close to him as he spoke had tears tricking down her otherwise impassive face. He spoke softly, but the focus on him from the ensemble was beautiful to observe. In the reflection session at the end of the Masterclass he spoke of the sense of liberation he had in doing this work and the lack of the usual anxiety he experienced in performance. His focus on reaching out to others had removed the physical pain to which he had

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[12] The vocal Viewpoints are Pitch, Timbre, Dynamic, Acceleration/Deceleration, Tempo, Silence/Pause, and Repetition. These are typically taught separately to the physical Viewpoints, applied to a piece of text. During the laboratory project for the International Centre for Voice, London 2012, I coined a further vocal Viewpoint—that of "Texture" to describe experiments with smooth and staccato deliveries not quite brought forward by the other titles.

[13] Masterclass Series in Directing: Oceania Focus, Shanghai Theatre Academy, May 2014.

become accustomed when performing and allowed him a more easeful and direct connection to the audience (see Figure 7).

Figure 7. Actor telling the story of his grandmother, Shanghai, 2014.

At another moment a participant was given the phrase "You wanted to come". Originally the phrase was to be spoken by someone with some confidence in speaking English, but when he fell ill an actor for whom it was an enormous challenge took over the line. It is a tiny phrase yet every syllable of it was filled with struggle and urgency as he spoke, his body and voice filled with a yearning to connect, making memorable what might have been an insignificant moment in performance.

Conclusion

All of which experiences point towards the conclusion that it is the need to communicate through obstacles that essentially brings the sense of life. Native tongue alone is not, and never was, the only key—reaching outward through difficulty is. Bogart (2013) writes:

> I have found that many great questions can be answered with a single word: *Exactly*. These questions are themselves an embodiment of the action of trying to answer them. How can I balance my personal and professional life? Answer: *Exactly*.

Waking ourselves up, seeing anew, all depend on shaking ourselves out of the habitual and here I discovered a new layer of that awakening. In posing the question: "does performance vitality and connection

arise from speaking in the mother tongue or from the necessary reaching out to bridge a language barrier?". I have to conclude, with Bogart, "Exactly".

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Radio "Echo of Moscow" (Ekho Moskvy) as a Multimedia Project

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The paper deals the popular news-talk radio station "Echo of Moscow" which is one of the most interesting and successful one in Moscow FM range. It provides thorough analysis of different previous and nowadays programs and web projects in comparison with main multimedia sphere trends. A particular attention is paid to "Echo of Moscow" web page as multimedia portal strongly packed with different functions such as its integration with social nets.

Keywords: radio, radio station, Echo of Moscow, Ekho Moskvy, radio program, audience, interactivity, web page, multimedia, social nets

More than 25 years ago a new era in the development of Russian broadcasting began. In 1990 the USSR Press Act was adopted. A year later Russian Mass Media Act was promulgated. At the same time the State monopoly for mass media and Government censorship were canceled. The commercial radio segment of media market started a very fast developing. Today this segment in Moscow counts more than 50 stations. However Echo of Moscow is still taking a special place in this sphere.

History of Echo of Moscow

Echo of Moscow radio station started broadcasting on August 22, 1990. Its founders wished to create a completely new product in domestic output: a fast dynamic independent radio which responds with the public interest in its information policy, but not the directions or restrictions of authorities. First of all, it was related to complete audience awareness on current affairs and the prohibition of important news blackout.

This young station broke through the wall of information blockade constructed by old Soviet media system. Echo of Moscow had a completely new method of presenting news, comments, opinions. Muscovites had got a new quality radio station operatively broadcasting verified information from different sources. The audience appreciated a lack of formal manner in station broadcasts, presenters' disengagement, comfortable atmosphere of discussions and dialogues not only for listeners, but also for journalists and guests, conversational style of Echo of Moscow news bulletins and other programs. Each presenter became an absolute "master" of his broadcast: the choice of guests and conversation or discussion topics became presenter's functions. The degree of creativity freedom which had been already demonstrated in the early years of the young station existence. As Lomonosov Moscow State University Faculty of Journalism President Yassen Zassoursky said,

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> Echo of Moscow was the first democratic radio station opposed to the conservative forces which tried to prevent the movement of progress, development of democracy. Echo of Moscow performed its duty and it became the very important institute of new democratic information area. (Zassoursky, 2004, p. 359)

Echo of Moscow is "the most famous child of Perestroika", The General Newspaper wrote[1].

Echo of Moscow started as the author's radio with implementing the slogan "Free radio for free people". After 1991 had to be involved in the free market. These conditions made station to ask for serious investment. As a result, Echo of Moscow became a part of The Media-Most corporation. At that time the station's "set of rules" had been adopted. This document ensured the journalists corporation with major shareholders and guaranteed the editorial policy independence. All these provisions had been retained in the Charter adopted after The Media-Most Producing and Broadcasting divisions (including Echo of Moscow) moved into another holder Gazprom Media.

Then, despite of all attempts of the top-managers of Gazprom Media to influence the program policy, entire editorial problems and decisions. The Echo journalists prevented all the attacks on media's independence, team and editor-en-chief Alexey Venediktov.

Reliable, swift and comprehensive information is a trademark of Echo of Moscow radio station. At the periods of crisis not only in Russian, but also in the world history such as wars, acts of terror, catastrophes etc. everyone could find the advantage of the mechanism for receiving, processing, and delivering information to listener created by Echo of Moscow. The station's entire work process is being rebuilt, the normal broadcasting schedule is being interrupted, news goes on air as soon as it comes, including messages from domestic and foreign news agencies such as exclusive information from eyewitnesses of the events found by Echo of Moscow staff.

Along with traditional sources Echo of Moscow is widely using the Internet: different web sources and web media such as blogs as a source of news (Bolotova, 2011). Any kind of information provided not by journalists as themselves values a lot when a professional for any reason is not able to fall into the center of the event. The evaluation of Echo of Moscow is related to the objective changes in the mass media system in Russia, the development of new technologies and—that's above all—the Internet which has turned out to be the most fast media.

Contemporary Echo of Moscow Program Policy

Now Echo of Moscow is generally recognized leader of Moscow news & talk broadcasting. According to Medialogy company research, it has the rating twice higher than other that format Moscow stations have[2]. The quotation index is higher than federal radio and TV channels' one. Station's informational prestige is still high not only in Russia, but also abroad. Everyday Moscow audience of the station counts about 1 million listeners. Weekly audience counts 2 million listeners. The number of listeners in whole Russia is 7.1 million[3].

Evolution of radio station's program policy takes in account the objective changes in the mass media system in Russia such as web technologies fast development. News from websites are available for the bigger number of people in the whole world and so, society is also changing. That's why Echo of Moscow has significantly increased the amount of analytical problems as a response to the modern challenges.

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[1] The General Newspaper. Published on Mar. 26, 1996.
[2] Retrieved from http://echo.msk.ru/about/ratings/index.html.
[3] Retrieved from http://www.tns-global.ru/services/media/media-audience/radio/radio-index/information.

The program policy of Echo of Moscow concentrates on the actual political, economical and social problems which are discussed in different interactive and multimedia programs such as talk morning and daytime broadcasts Turnout (Razvorot), very popular Special Opinion (Osoboje Mnenie) etc. which are the multimedia projects where well-known journalists and guests (politicians, economists, writers, analysts) talk about actual events and hot problems. Among analytic programs there're a lot of journalists and experts commentary broadcasts such as Access Code (Kod Dostupa), 48 Minutes which are very popular. All named broadcast as well as news bulletins are streaming live on the website.

World and Russian history is a special and beloved topic of the station. Big slots of Saturday and Sunday programming are devoted to different formats of history broadcasting, such as Nothing Is So (Ne Tak), All Is So (Vsio Tak), That's How: The Sound of History (Vot Tak: Zvuk Istorii), cycles The Price of Victory and The Price of Revolution which are dedicated to the most controversial periods of our history, the 1917 Revolution and WWII.

Some segments deal with Russian language: Speaking Russian, How to speak it right. Programs about different problems of culture, theater, movies, sports also exist. Dithyramb, Culture Shock, Non-past Time, Little Books use the interviews with famous artists, writers, musicians, actors. Station also has special morning children programs such as Playground, Otkryvashka. The staff permanently offers its audience new programs and new presenters such as Downed Focus or Dilettantes.

Almost all these programs have the multimedia platform on Echo of Moscow web page. Journalists give the audience the opportunity to make the call-ins, to vote and comment every broadcast by SMS or by website live. All this possibilities make the potential audience take a number of about 47 million listeners.

Echo of Moscow as a Multimedia

In 2014 current—the 5th—version of Echo of Moscow website was launched to transfer the way of contact with the audience into maximum degree of interactivity. It is necessary to note in 2006 echo.msk.ru web page was licensed as a registered mass media. It passed a giant way since its first days. Now Echo of Moscow web page is a huge news, entertainment and education portal with different functions and opportunities for users. It gives station's listeners possibility not only to comment every broadcast, but also post their own texts and take part in some surveys, create their own profiles and pages. Forum page is also included in this portal. The aggregation of the users' content and developing of work methods can be named the specific feature of modern time.

Echo of Moscow website allows users to watch live video from station studios. This opportunity is provided by Setevisor company. Photos, audio and video archive, additional information is also published. Users can take part in discussions and debates, polls and quizzes, ask guests and journalists questions, read blogs, articles, and documents which have no direct to the station, but which are of big public interest (e.g., InoPressa, Rain TV channel).

Web page also allows to listen to live broadcast, using mobile devices possibilities. All broadcasts and news are available for mobile users. Users can also share all posts and publications using special button which is connected with all popular social networks such as Facebook, Twitter, VK etc.

One of the modern main global trends is the social nets development which creates the new communication instrument and very plain platform for the news from different sources and users' articles. In this way social networks and civil journalism become a real challenge to traditional mass media.

Echo of Moscow has formed an effective system of work with the information from social networks using Twitter. Twitter messages are integrated with news agencies' streams. So, social networks become a new source of information as well as a new information sphere which must be verified and then aggregated. Radio station also uses social networks for content distribution. Today Echo of Moscow has accounts in Facebook, Twitter, VK.com and Odnoklassniki.ru nets. Radio station uses five Twitter pages including editor-en-chief Alexey Venediktov's account. Some Echo of Moscow broadcasts such as A Person from TV, That's How: The Sound of History have their own Facebook accounts.

Radio station keeps increasing its presence in social networks considering it as a way of attraction for the audience, mostly its younger part (Bolotova & Vershinina, 2014). The social networks ensure the considerable part of users' web traffic, e.g., in January 2014 20.85% of social nets users visited Echo of Moscow web page whereas in March 2014 this indicator increased to 34.96% of users (Bolotova & Vershinina, 2014).

Inherently Echo of Moscow website it turned to be a real and popular kind of social network. A lot of attention is paid to the new mobile applications elaboration. It is highly defensible because in coming 3-4 years mobile media is staying the most developed sector of media market.

"New technology has made Echo of Moscow the unique", Prof. Yassen Zassoursky said[4]. Considering the diversity of its services such as online broadcasting, podcasting, video blogs, sound and text archive, RSS streaming, mobile applications and connection with social nets, Echo of Moscow web page is a substantive media which is fit the bill of modern worldwide media industry.

Nowadays Echo of Moscow works in news/talk/opinion format offering its audience top news and qualified analysis in multimedia formats. In fact, Echo of Moscow radio station performs the functions of public broadcaster which does not actually exist formally in Russia (E. Bolotova & L. Bolotova, 2010). Obviously, there is a need for this broadcaster in national society. High station ratings both in the capital and in the regions serve as a pure evidence of it. It must be admitted Echo of Moscow is more than just one of the ordinary radio stations. It is a culture, information and politics brand. Echo of Moscow is a kind of "school" for broadcasting journalists respected and recognized by their colleagues. The station has a unique editorial programming which cannot be confused with another one, competitors have. This makes Echo of Moscow the most bright element of contemporary media landscape in Russia (E. Bolotova & L. Bolotova, 2010).

The echo.msk.ru web page with its variety of services such as online audio and video broadcasting, podcasting, different kinds of blogs, sound and text RSS archives, solutions for mobile devices, PDA versions etc. is a multimedia and actually a social network that meets modern challenges of global media industry.

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Construction of Network Legal Supervision Mode With Chinese Characteristics[*]

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Localizing network legal supervision based on national conditions, legal traditions and the needs of economic and political development is the basis to manage and administrate the network by law. Adjusted to media convergence and the needs of network cultural industry development, China has made the lawmaking of media transform from practical service oriented management to functional oriented management of media. This strategy aims to prevent network medium risk effectively according to network communication regularity.

Keywords: Chinese characteristic, Network legal supervision mode, Network medium risk

With the rapid development of network technology and information communication technology, the division of labor, as well as the social functions of newspapers, radio and television, communication equipment and network industry has been changed. Media convergence forces the government to revise various kinds of laws and regulations formulated based on traditional media's one-dimensional function supervision. It also motivates the government to actively explore the legal path and method of media supervision in the time of Web 2.0. The openness, inclusiveness and universality nature of network media have turned the network into a basic media platform mixed with multiple types of media, which has produced some media like Internet newspapers, Internet television, Internet we-media and the cross-industry network integration application mode, such as Internet finance, Internet shopping and a lot more. With a huge volume of audience and strong interactivity, the network has become the most popular and influential public information platform. The network breaks through the industrial boundary and functional attributes of the traditional media, creates marginal media, micro media and we-media. Moreover, it breaks the traditional boundary between media, the social public sector, and the private sector, which issues a challenge to the traditional media law regulation and social management strategies.

The traditional media's orientation of social division of labor and public domain, construction of news content and communication effects makes the media a self-sufficient social sub-system. The government has effectively supervised the media operations and information dissemination according to the media's independent social space, the distinct social functions and the rigid demand coming from the news media occupation. However, the paths, methods, and effects of information dissemination have been changed by the network technology and information communication technology, which leads to dramatic changes in the basic

attributes of network media, both endogenous and exogenous functions of the media appear the trend towards re-division of labor, and then re-convergence of media. There are multiple consequences triggered by this trend. Firstly, the public domain boundaries of the network media tend to be blurred, or even disappear. When the country is authorized by law to protect media's information dissemination, like using the right of freedom of speech, the right of public opinion supervision and the right of social participation, the media will focus on and participate in the social and public affairs, then succeed in separating private information dissemination activities built upon interpersonal communication and group communication from the field of mass communication, which has made the media the most important public area in modern society. However, this kind of the legal authorization would not necessarily turn to the media's the public area, because it also needs the help of the traditional media's resources monopoly and the hegemony of speech so that it can divide the public's private discourse space from the media's public domain. In order to counterbalance and balance traditional media's resource monopoly and exclusive dissemination, the state also has authorized and protected the public's right to know, the right to access media, combined media public space and public private space, and formed the structural information communication network. However, as Internet we-media and Internet instant communication tools are in the border of the public and private spheres, we can judge and define its public property neither on the basis of media's social function, nor the content of the dissemination. Here, the traditional boundary of the public domain has been blurred and disappeared. Secondly, the network chain-style transmission has showed Domino propagation effects. Compared with "obvious transmission" of the traditional media, network media focus on and diffuse information in form of "potential transmission" (Yi & Liu, 2010), extend the function of network interpersonal communication and form the communication mode of "core—periphery". On the one hand, the construction of interpersonal network has been continuing in we-media website and also further met the needs of instant communication between friends through instant information sharing. Meanwhile, it has met the interactive needs of taking and giving information based on the relatively stable relationship of "follow—being followed" formed by the sharing information. With the increasingly frequency usage of we-media, the stickiness of we-media to users has become stronger and stronger. The additional function of users' multi-lateral needs for Internet applications has been developed. The "indirect interpersonal network circle" built by traditional media based on strange audience has been broken through. On the other hand, considered the direction of information dissemination, whether we-media's subject (communicator) or we-media's object (receiver) is treated as the center, despite the different directions of information dissemination in node, they get information carried by other nodes together in the communication mode of "core—periphery". For example, the users of we-media like mirco-blog and we-chat can bring other nodes in their own information network by the methods of "followed" and "added as a friend", or become a node in the network of other key users and actively or passively construct their own information network by instant aggregation (Dai, 2011). In this case, the information dissemination of Internet media has appeared with may charactistics such as diversification of channels, non-direction of the information's flowing, etc. The network information sends out from any network node and moves forward along these network channels such as "media—etizens" (mass communication), "netizens—netizens" (interpersonal communication), and "the netizens—netizen groups" (group communication) and forms the chain-style network transmission. With multi-directions, complementary and alternative features, once one node appears to be the barriers of communication, other nodes will immediately fill the functional blank left by this node to ensure that information communication continue. Therefore, the traditional method of checking and filtering information

by disturbing and blocking key communication links is difficult to have an effect on the management of chain-style network communication. For example, the Department of Internet Supervision has deleted network rumor, information about Internet infringement, but it can't immediately terminate the chain-style network transmission. The information may continue to spread in the network space automatically supported by other network nodes so that it can become the eternal, ineradicable "news".

Therefore, to build the network legal regulation must focus on attributes of network communication tools and the characteristics of public domain, coordinate the conflicts between Internet media and Internet communication tools, between network private space and public space, and between the network public power and private rights in order to protect the healthy development of network communication.

Innovation the Mode of Network Media Legal Supervision

China is actively exploring the mode of network legal media supervision. Based on China's economic structure transformation and the network's basic national condition that is the number of Chinese netizens has ranked No. 1 in the world, learning from the experience of network media's legal regulation in western countries, considering China's political system, economic industry structure, national strategic security and the existing legal content, the mode of network media legal regulation has been innovated, which will help to improve the level of legal regulation on network media and enhance the national cultural soft power in a full scale.

Firstly, to adopt unified mode of network media legal regulation and reduce the obstacles on the way of legal regulation made by the relative backwardness of network media's legal system. To realize the university of legal regulation on media is the general way for countries in the world, which has been proved in practice to be real and effective method of supervision. In 1934, American Telecommunication Act permitted FCC to supervise radio television and telecommunication. The Telecommunication Act in 1996 passed by the parliament ordered that FCC should start unified supervision on radio and television, telecommunication and Internet. In 2003, the UK produced Communication Bills, which set that the five former departments including Telecommunication Administration Bureau, Radio Communication Administration Bureau, Independent Television Committee, Radio Administration Bureau and Broadcasting Standard Committee were replaced by the newly-built, unified supervision agency-broadcasting communication office to make the uniform regulation on media. In 2008, the South Korea legally approved that a radio communication committee would be established and took the place of former Department of Information and Communication Committee of Radio to unify supervision on radio, television, and telecommunication (Li, 2010).

The legal supervision of network media concerns with several fields including Criminal Law, Civil Law, Administrative Law, Economic Law, International law and so on, exceeded the scale adjusted by separate law. Therefore, it is necessary to make unified laws and rules of supervision on network media and uniform the content of supervision which once separately belonged to newspaper, radio and television and Internet. It cannot only avoid appearing blanks in legal supervision, but also save the cost of legal supervision and advance the efficiency of supervision. On the one hand, the network media's communication mode and commercial mode have been unceasingly innovated. The relationship of legal rights and duties between facilitator of network content and the owners of network media has been gradually blurred so that it is in dire need of laws and rules on regulation. On the other hand, as a tool of public opinion's regulation and network anti-corruption, the network we-media and network instant communication tools easily infringe citizens' right of privacy and also starve for the legal adjustment and authorization. Therefore, the innovation of the legal regulation mode

must be made to promote the innovation of legal regulation's content and method. At present, the key points about unified legal regulation on China's network media include the following points. First, government regulators and network industry should further make a clear distinction between function and power. The government regulators can't interfere in the network industry's strategies and development. They can regulate network media only by law and policy and gradually separate the links of property rights and personnel matters with nation-owned communication cooperates represented by China Telecommunication, China Mobile, China Unicom to settle the problem of integration of government regulation with enterprises in network regulation. Second, to uniform network legal supervision dispersed in Ministry of Industry and Information Technology (MIIT), State Administration of Press, Publication, Radio, Film and Television, National Development and Reform Commission, State-owned Assets Supervision and Administration Commission, Ministry of Commerce and set up independent supervision organization affiliated to state department so as to reduce obstacles and functional wasting of legal supervision system to the innovation of network media.

Secondly, to deal with challenges from media convergence to legal supervision of network media and develop network media's functional supervision based on the division of network media's business. The network media's functional supervision focuses on the settlement of the problems such as non-unified standard of legal regulation produced by news communication business's diverging, overlapping and intersecting after media convergence, the legal gaps in supervision and so on. The key point is to deal with the problem of responsibility and standard in legal supervision.

To make unified supervision of content on network media with different attributes can avoid weakening supervision because of the blurring subjects of network media's legal supervision. For example, the communication of network we-media represented by blog, micro-blog and the group communication of network instant communication tools represented by QQ, Wechat have some a lot in common in the aspect of communication function. However, in the aspect of communication attribute, the network we-media belongs to mass communication and the circle of acquaintances and friends of network instant communication tools belongs to group communication. Both of them should apply to different standards of legal supervision. In fact, the communication effect of network instant communication tools never worse than blog and micro-blog. Therefore, it is necessary to uniform the subjects of network legal supervision and apply the unified standard of legal supervision to supervise network we-media and network instant communication tools. For another example, the network communication platform represented by QQ, micro-blog has more and more deeply realized the convergence of network media and communication tools, so that it is hard to meet the needs of development in network media (communication tools) by separate management. Therefore, we must learn from the experience of network media legal supervision aboard and follow the way of unified supervision. Considering Chinese network's political attributes, network development level and the social industrial structure, China can't manage network by just treating it as simple media like Singapore, neither can China manage network as communication tools, like Japan or Taiwan of China. Therefore, it is applicable to set out the strategy of step-by-step: from the view of long-term object of legal supervision, it should treat network media and network communication tools as the unified regulated objects and apply unified standard of legal regulation to regulate. In the view of short-term object of legal supervision, it should apply different kinds of legal supervision on network we-media and network communication tools.

Thirdly, redefine the rights of network writing and publishing and make staged decentralized legal regulation on network media. Interim Provisions on the Administration of Websites Covering News Business

has distinctly ordered the qualification for network media to have the rights of writing and publishing. But, those rules based on traditional media have already been hard to meet the needs of network media's legal regulations. The so-called news writing means that the citizens with special ID (like journalists and reporters) do research of the details of public affairs and write it out as news. This activity concerns with social public domain and needs legal authorization. But the activity of netizens who write what they experience by themselves and what they think and upload it on the Internet belongs to the netizens' private domain and don't need legal authorization. However, if netizens specialize in writing public affairs that they never experience by themselves just like journalists, they will be restricted by law. The right of publishing means that news media have the right to publish journalists' or other's passages. In traditional society, the right is monopolizing right. But in the network environment, the technologies of linking and copying make the monopolizing right of publishing invalid. As the right of information communication is one of the basic network rights of netizens, it is feasible to properly reduce the scale defined by law of publishing right, which specially indicates that the right for one to first publish his own or other's passage and then upload it onto the Internet. To distinguish whether the message is first published or be copied will be the basic point to define each one's legal responsibilities.

To establish network media's staged decentralized legal supervision system in the base of redefinition of the right of network writing and the right of network publishing. Post-supervision and post-punishment are the world's popular network legal supervision system, which helps to balance the relationship between the development of network and the protection of netizens' rights. In the practice of network legal supervision, as some reasons like the easily-destroyed electronic evidence and separation of network crime (infringement)'s the occurring place and the ending place, post-supervision and post-punishment has resulted in less effective effect of supervision. It is good for improving the effect of supervision to transform government administrators' centralized supervision mode to decentralized supervision mode, define the relationship between rights (obligations) and duties of network communication objects and avoid the blank and overlapping of legal supervision. First, government administrators should authorize Internet Content Provider to approve network we-media and network instant communication tools, that is as long as the public apply to Internet Content Provider, then they get the rights of owning and using of network we-media and network instant communication tools. Besides, the government administrators should authorize Internet Content Provider to supervise network we-media and network instant communication tools, which could ease the burden of government supervision, increase the efficiency of supervision and make Internet Content Provider become the responsible object of network. Second, Internet Content Provider and network we-media and network instant communication tools build the commercial relationship as well as the relationship of supervising and being supervised. Internet Content Provider, who has already been authorized should carry out a full supervision of the other two's network activity. In this way, Internet Content Provider can not only practice the social public function of network supervision, but also face radical competition of the market and balance the conflicts of interests between network we-media and network instant communication tools in the network cultural market so as to avoid the problem of misusing the right of supervision to limit the right of free speech on network. Third, adopt technological method to define netizens' rights of writing and publishing and make a clear boundary between the right of freedom on network shared by netizens and the network obligation shouldered by netizens. Transform those netizens who misuse the right of free speech on network with the mentality of fluke to these netizens who consciously abide by the law. Guarantee the healthy development of network and promote the process of social democratization.

Construction of the Mode of Legal Supervision to Prevent Medium Risks

The so-called medium risk, also named presented risk, means that most of the social risks in modern society is presented by behavior of media's information communication. The risks that general people feel are not the real social risks, but the one the media present. Therefore, the information of risks covered by the media constitutes the key source of social risks. In the mimetic environment, it is possible for media to arise "medium risks" actively or passively, which should be effectively prevented from occurring by government (Tuo, 2008). Any society exists problems and conflicts, which are settled by directly reforming the objective environment in traditional society, and by making difference on informatization environment in information society. Since informatization environment is not the photographic reaction to objective environment but is jointly built by media communication mechanism, the social tendency of audience and social mentality of group. As an intermediary, the media tend to focus on and enlarge some social problems and conflicts. Therefore, the risk management of government must face not only the challenges of social problems and conflicts but also medium risks.

The communication of network information represented by network rumor and network violence has increased the strength and destructiveness of network medium risks. As a result, it does harm to the order of network communication and disturbs present legal and social orders. Therefore, it is necessary to innovate the concept and idea of network legal supervision to cut down the network medium risks.

First of all, strictly distinguish the amount of communication of network information and the social harmful outcome of network communication, and treat harmful outcome created by network communication on real society as factual basis of legal supervision. After network communication transforms to serious social problems, only can the motivation of network communication (i.e., network infringement of right, the network crime motivation) and social destructiveness of network communication be found, behavior of network communication can be legally defined. If the computer-mediated communication doesn't bring in serious social outcome, for example, to use personal communication tools such as e-mail, QQ, wechat and so on to spread violence information, eroticism information and sensitive social information, it will not burden legal duties. If the medium social consequence and behavior of network communication have a certain evidence chain of cause and effect. For example, one person was subject to an attack of network violence in the affairs of network violence, but it is difficult for him to find out infringer to apply the claim of right infringement, the behavior of network communication didn't undertake the legal obligations.

The network communication is different from real social activities and difficult to form correspondingly the relationship of strong cause and effect with the consequence of the real society. Take the network infringement as an example, according to cases of network infringement, the harm to people's right of reputation and right of privacy made by network infringement has far exceeded the consequence of infringement of reputation and infringement of privacy. For example, Song Zude published the defamatory blog about Xie Jin, a Chinese famous director, after he died. This blog got a click-through rate of more than one million times. If all the consequences of infringement are attributed to original net placard, but never punish or give a lesser punishment to those who copy net placard, the corresponding relationship between the behavior of network infringement and the consequence of infringement. Sometimes, the effect of network opinion leader or network Big V which represents very important persons in network has far exceeded the originator of net placard. From the point of view of network group events and network infringement cases, the original net

placard always tend to be like a stone dropped into the sea without echo after it is published. But when it is copied or recommended by network opinion leader or network Big V, it will fast develop and arise serious social consequence. Therefore, the middle links of network communication, like the network copier, the network clicker, the network opinion leader and so on are the indispensible important links in network medium risks and must be brought into the scale of network legal reputation.

However, both network lawmaking and network law enforcement want to treat quantification as the standard to measure the network infringement and network crime to strengthen the operability of law. But in this way, it will turn the cause-effect relationship of the behavior of network infringement and network crime and their outcome, which easily arises over-enforcement of law. For example, Provision One in Article Two of Interpretation of Some Issues concerning the Application of Law for the Trial of Criminal Cases on Defamation and so on with the Internet made by Supreme People's Court and Supreme People's Procuratorate has stated that according to criminal law "circumstances of aggravation" refers to the situation where the same defamatory information was clicked and browsed up to more than five thousand times or transmitted up to more than five hundred times. The number of "being clicked and browsed" or "being transmitted" can't directly form the basis for resulting in defamation. Logically speaking, the defamatory information can't be confirmed to be defamatory in advance, but need to be confirmed by the basis of the number of "being clicked and browsed" or "being transmitted". The defamatory information is not afterwards confirmed to be defamatory, but it needs the number of "being clicked and browsed" or "being transmitted" as a secondary evidence. Therefore, one information which is uncertain to be confirmed to be defamatory should be judged mainly by considering whether it leads to serious social consequence. For example, it makes the victims or their relatives become insane or harm or kill themselves, or it arises group events and confusion of the public order. It can't be judged by considering the number of "being clicked and browsed" or "being transmitted". Otherwise, it will easily produce over-enforcement of law made by law enforcement agency's behavior of simply quoting this provision. Shortly after this judicial interpretation mentioned above was published, Yang Hui, a student in the third year of junior middle school in Zhang Chuan County of Gansu Province, was criminally arrested by the police as a suspect involved in the aggressive crime, because he expressed his doubt about the abnormal death of one man in his county having conspiracy. This case caused the public opinion's worriment about the police's abuse of the public right. Yang Hui also became the first person who was punished for criminal detention because of transmitting information over five hundred times, after the Supreme People's Court and Supreme People made the judicial interpretation on network speech. Later, Yang Hui was punished for the administrative detention and then released. With discontentment of the punishment, he has already supposed administrative reconsideration and apply for state compensation. This case has told us: in network legal supervision, simply regarding the amount of information in network communication as the standard of law enforcement should not be scientific and rigorous.

Secondly, distinguish the communication motive of network disseminator, consider legal standards of being intentional and unintentional to confirm the legal responsibilities to be burdened. In the real society, people who acted the behaviors of infringement or crime could anticipate what the behaviors of infringement or crime may cause, which meant that they could anticipate or guess the possible social outcomes caused by the behavior. Therefore, with regard to the traditional behaviors of infringement or crime, motive and result has presented strong corresponding relationship. But in the network society, the network disseminators are difficult to make a precise anticipation of social consequence made by the behavior of communication. Even the

behavior of communication is done in kindness, it also probably produces serious social outcomes. For example, after the big earthquake in Japan, the netizens disseminated the information of the seawater being polluted, which caused the panic purchase of salt. Therefore, it is significant to strictly distinguish the network intentional communication and network unintentional communication for legal supervision on network rumor and network violence information.

Network rumor, network violence information has the characteristics of spreading widely and repeatedly, which provides basis of distinguishing intentional communication and unintentional communication on law. Firstly, if communicator repeatedly disseminates the same or the similar information, he should be confirmed to intentionally communicate. Article Two, Provision Three in Interpretation of Some Issues concerning the Application of Law for the Trial of Criminal Cases on Defamation and so on with the Internet made by the Supreme People's Court and the Supreme People's Procuratorate states the situation where one who was once administratively punished for defamation defamed others again belongs to what the provision states. For example, some network Big V, network opinion leaders disclosed others' privacy information repeatedly using the way of seeking evidence which can be defined as the network intentional communication. For another example, some bloggers disclosed other's privacy and defame others for the amount of clicking and still continue doing this after he was sentenced to the network infringement, which can be defined as the network intentional communication. Secondly, after the authorities or persons concerned disclosed the truth, they still spread confusing information even rumors, which can be defined as the network intentional communication. At present, those events about the public departments and public officers which are concerned with corruption, wealth and public power easily cause network attention, even evolve in network group events. Search the Internet with the key words, such as "the most famous", "sky-high price" and so on, you will find various network public opinion events, like "the most famous government official in county level's villas in the middle region of China", "the most famous official jargon", "the most famous government official's disclosure", "the most famous service notification", "the most famous official seal", "the managing director with sky-high price cigarette", "the senior executive with sky-high price salary", "the secretary of county Party committees with sky-high price watch", "the sky-high price bill of official funds" and so on. At beginning of those public events, the fact of them was not clear and the government departments didn't handle them immediately. While, in order to get known the facts, people communicated and discussed with each other on the Internet. It would cause a false report in its circulation. If the authorities got involved in investigation and then disclosed the facts, and the person concerned also express the information to sweep away the rumors, some netizens still continued to spread the confusing information. This behavior of communication can be confirmed as the intentional communication. Thirdly, those network rumor and network violence information which obviously disobey the common sense can be confirmed as intentional communication behavior. Network rumor and network violence information is so complex and various that it is hard to judge whether it is true or false according to common sense. For example, whether the GM food is harmful to body. How far the high-speed rail is away from the residential area would be safe for the residents' health and so on. However, more and more network information can be judged its truth and falseness by common sense. Therefore, those communicators who already know the information's truth and falseness still spread it on the Internet can be confirmed as the intentional communication.

Thirdly, distinguish the sensitivity and harmfulness of the network information to confirm the legal responsibilities of the communicators. As the important source of jeopardizing social order, network rumor and

network fake information would trigger network group events. But the information sensitivity of network rumor and network fake information differs widely. Some network information is so sensitive that it would harm the social public order after it is spread. Some network information belongs to the general information which is hard to harm the social public order even it is publicly spread. Therefore, to confirm the legal responsibilities of the communicators according to the sensitivity and harmfulness of the network information is the indispensable content of constructing the legal supervision mode of preventing network medium risks.

To distinguish the sensitivity and harmfulness of the network information to confirm the legal responsibilities of the communicators will not only effectively attack the communicators' dissemination behaviors of intentionally spreading network fake information to disrupt social order, but also protect netizen' right of communication and enhance netizens' responsible sense in communication so as to make them burden the legal duties for their own communication behaviors. On the one hand, if netizens spread the network information which is strictly banned by network laws and rules without authorization, he must burden legal duties, which means that the intentional communication of sensitive information must be with the attitude of zero-tolerance. For example, Article Three in Interpretation of Some Issues concerning the Application of Law for the Trial of Criminal Cases on Defamation and so on with the Internet made by the Supreme People's Court and the Supreme People's Procuratorate states one who uses network to defame others with one of the following situations should be recognized as "serious harm to social order and national interests" stated by the Article 246 of Criminal Law: One, triggering group events; Two, triggering public disorder; Three, triggering national, religional conflicts; Four, defaming more than one person which causes worse social effect; Five, being harmful to national image and seriously jeopardizing national interests; Six, causing worse international effect ; Seven, other situations which seriously harm to social order and national interests. Anyone who spreads the information mentioned above and causes corresponding social outcome must burden legal duties. On the other hand, don't limitlessly enlarge the scale of information banned by law. For the general network information communication, even it has effect on the government managing work and government image, it can't be the foundation for enlarging the scale of legal punishment and then it is punished. We must seek solutions from the views of government work and social administration. In recent years, the events like arresting across the provinces, the crime of defaming government only harm the authority of government and make the government's abusing public right become burning point of network medium risks.

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Women Empowerment in the Arab Region: Between the Anvil of Illiteracy and the Hammer of Passive Representative Bureaucracy

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This paper emphasizes on enacting comprehensive mainstreaming institutional mechanisms to promote the role of women in socio-economic development in the Arab region. Sustainable development could never take place unless both the government and civil society are committed towards women empowerment and gender parity to achieve gender mainstreaming. However, cultural legacy, with its socioeconomic and political dimensions, is envisaged as the most challenging impediment. There are three critical areas of concern of substantive nature, which are high rates of women illiteracy, passive representative bureaucracy, as a result of underrepresentation at decision-making levels, as well as gender disparity. To investigate women empowerment challenges in the region, the study first presents the multifaceted hurdle of cultural legacy and identifies the relevant social, economic and political challenges from a multidisciplinary perspective. Thereafter, it looks at two inseparable issues facing women in the Arab region, illiteracy and underrepresentation at decision-making levels. The study, then, indicates the pressing need for policy changes to fill up the massive gender gap existing in the majority of Arab States, where not only a description of gender disparity profile of the Arab region is presented but also a comparative outlook vis-à-vis global trends is highlighted. Finally, the research identifies the indispensible roles of both the government and civil society to address key challenges in synchrony. It does not only call for placing women empowerment among the top priorities on the agenda of policy-makers in setting development plans, but also reiterates the significant role of civil society institutions in the areas of illiteracy eradication, civic education, and women rights advocacy. In this context, a framework of recommended policy actions is presented in an attempt to set effective women empowerment mechanisms to achieve gender mainstreaming and hence contribute to sustainable development.

Keywords: cultural legacy, gender mainstreaming, women empowerment, representative bureaucracy, illiteracy, gender parity

Introduction

Cultural legacy has always been a paradoxical challenge, among others, against upgrading women status in the Arab region. In fact, illiteracy, women underrepresentation and gender disparity are only symptoms of inherited epidemic social, economic and political issues which represent major barriers to achieving growth and sustainable socioeconomic development. High rate of illiteracy has been a core driver of lack of active

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participation of women within their societies. In fact, discrimination against women has folded up passive representation of women especially at decision-making levels and this has been a core reason why policies have failed to address women shared interests and values.

Women constitute 49.1% of the total population of the Middle East and North Africa (MENA) region, while their workforce participation rate hits only 29.5% creating a huge gender gap in workforce reaching more than 40%, as there are 36.7 females for every 100 males compared to a global rate of 66.9%.[1] In addition, one of the core reasons behind the fact that youth in the Arab region, though they represent 33.3% of total population, which is a "demographic gift", compared to 14% globally globally[2], represent only one third of the workforce is due to low participation of women. The consequence of this is that youth unemployment represents lost productivity to Arab economies with opportunity cost reaching 3% of GDP annually[3]. In addition, two third of the illiterate adults in the Arab region are women[4].

Women "if properly recognized and employed, can make a difference in individuals' wellbeing and economic growth in urban and rural areas"[5]. Issues of gender parity and mainstreaming have become one of the top priorities on governments' agenda globally. Societies are coming to realize more and more every day the significant added value of women active participation in their communities contributing to socio-political and economic development. In light of this, the Arab region has to realize that in order to reposition itself among modern economies, it has to acknowledge the important role of women in the development of their societies and act on it. Hence, socioeconomic and political development strategies must reflect a new vision for more effective institutional mechanisms to address women empowerment, especially in policy process at both state and local levels with gender mainstreaming as a strategic goal.

In this study, both primary and secondary sources were used. Books, articles, and research papers were used to investigate the issue of gender inequality in two critical areas of concern, illiteracy and passive representation in policymaking in the Arab region in order to propose some effective institutional mainstreaming actions and mechanisms which would contribute to socioeconomic development. In addition, the study applied the system approach to analyze the different interrelated variables affecting women empowerment in the Arab region and identify the role of government and civil society as core determinants. In the research, women empowerment represent the independent variable and gender mainstreaming is the dependant variable.

Women Empowerment and Cultural Legacy Challenges in the Arab Region

Active participation of women in the Arab region has always been curtailed due to interrelated factors that have institutionalized a challenging cultural legacy as a stumbling block within societies. The study looks at key social, economic and political relevant issues which have to be recognized in order to identify realistic measures to empower potential female actors to become active agents of change within their societies and hence promote gender mainstreaming.

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[1] Dubai Women Establishment, Arab Women Leadership Outlook 2009-2011, 1st ed., 2009, p. 40.
[2] Jad Chaaban, Job Creation in the Arab Economies: Navigating Through Difficult Waters, Arab Human Development Report, UNDP, 2010, p. 13.
[3] Ibid., pp. 7, 22.
[4] UNESCO, Education for All—Regional Report for Arab States, Global Education for All Meeting, Paris, France, November 21-23, 2012, p. 11.
[5] Malika Abdelali-Martini, Empowering Women in the Rural Labor Force with a Focus on Agricultural Employment in the Middle East and North Africa (MENA), UN Women, 2011, p. 2.

Poverty has been an epidemic hurdle hindering women's active participation in the Arab region. Poverty is a multifaceted issue that have been one of the core factors that have formulated and institutionalized cultural legacy with inherited discrimination against women. In fact, we find that highest rates of illiteracy exist in marginalized poor rural areas[6], where poverty is a major factor not only in illiteracy rates but in gender disparity as well. Poverty and lack of financial resources force families to give preference for males' education to females'[7] "Poverty among the 22 members of the League of Arab States (LAS) is primarily a rural phenomenon". On average, 25% of the Arab region, 80 million, live below national poverty lines; among which 60-70% live in rural areas.[8]

Undoubtedly, illiteracy is key factor that curbs more political participation in the Arab region. One of the reasons that prevent them from fully receiving and enjoying these rights pertains to high rates of illiteracy which hamper awareness of rights and obligations[9]. Illiteracy has "deterred women from full participation" in workforce and political domain. We find that, in general, women with better education have more freedom of movement in the public sphere[10]. In addition, lack of women participation in the workforce in the MENA region, 29.5%, does not only abstain socioeconomic development but also limit women access to independent sources of funds posing further barriers to active participation. Availability of financial resources is indispensible for standing for both parliamentary and local elections, for example, to support members of parliaments' constituents[11]. Furthermore, elections campaigns which have become increasingly costly have limited women candidates to only those who are well-off[12].

Social Values Heritage is a dilemma in moving towards women empowerment in the Arab region. For decades, the tradition of early marriage and unfavourable social attitude towards females' education as well as low awareness about its importance especially in rural areas are considered core reasons for high rates of illiteracy among women[13] as well as negligible participation of women in the public sphere. In spite of the fact that in most Arab States, constitutions and laws stipulate equality between men and women in rights and duties[14], yet inherited social values, similar to high rates of illiteracy especially in poor areas, further obstruct awareness of such rights and obligations[15].

Patriarchal system and male social dominance stand to be a major obstacle to women's career path in the Arab region, in all domains, especially the political realm. Such system has resulted in the so called "traditional gender paradigm" which assumes that the most significant contribution of women in their societies is by being housewives and mothers[16]. Gender disparity relates to the fact that in almost all Arab States, parents are the "decision-makers" pertaining to the future of their daughters, where due to poverty, especially in rural provinces, "parents may feel that the anticipated returns on their investment in a daughter's education do not

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[6] Malika Abdelali-Martini, Op. Cit., p. 2.

[7] Shawn Magin, Illiteracy in the Arab Region: A Meta Study, GIALens, 2010, pp. 15-16. Retrieved from www.gial.edu/GIALens/ossues.htm.

[8] International Fund for Agricultural Development (IFAD), United Nations, IFAD and the League of Arab States, January 2009, p. 1.

[9] Malika Abdelali-Martini, Op. Cit., p. 2.

[10] Institute for Democracy and Electoral Assistance, The Arab Quota Report: Selected Case Studies, Quota Report Series, 2004, p. 11.

[11] Ibid., p. 15.

[12] Dubai Women Establishment, Op. Cit., p. 36.

[13] Hassan R. Hammoud, Illiteracy in the Arab World, UNESCO, 2005, p. 5.

[14] United Nations Development Program, Arab Human Development Report: Towards the Rise of Women in the Arab World, 2005, p. 18.

[15] Malika Abdelali-Martini, Op. Cit., p. 2.

[16] Institute for Democracy and Electoral Assistance, Op. Cit., pp. 11-12.

justify the expected cost, and they will prefer income-generating activities or marriage".[17] In addition, in many cases, we find that a woman follows her husband sectarian affiliation and vote for the candidate whom the family supports rather than pertaining to her own preferences.

Male dominance culture has further been institutionalized in political parties which are generally described to be internally undemocratic[18], even liberal and leftist parties. Political parties focus only on major policy issues, such as poverty and unemployment but overlook women issues. In addition, they marginalize women's role in the political party. In fact, women usually occupy "social or clerical" tasks as positions are "gender-based". In addition, the political culture is widely characterized by scepticism about women's political abilities. Male-dominated political realm has not only demotivated women to join political parties[19], but, in fact, in many cases we find women to be highly reluctant to vote for female candidates[20].

Furthermore, traditions and social values have imposed limitations on women freedom of movement which have further hampered women active participation in the public sphere. Moreover, patriarchal societies have given rise to lack of feminist ideology that would boost progress toward women advancement. This is vividly observed in the weak women's movements[21].

Political Instability in many Arab States has been another important factor in depriving 1000s of women from formal education especially in countries where there is vast size of dispersed lands with low levels of population density, such as Yemen, Egypt, Morocco, and Sudan[22]. This has forced many families not to send their girls to school in distant location from home especially at time of political unrest[23].

Democratization process in some Arab States, such as Tunisia and Egypt, might contribute to create an environment where women movements and civil society organizations could strive and "lobby for their rights and participation in society contrary to closed political systems which put constraints, especially to youth and women"[24]. However, nowadays, with political instability and lack of security in many other Arab States, such as Iraq, Libya, Syria, etc. gender mainstreaming has been further hampered and restrained, especially as a result of religious extremists groups such as the Islamic State of Iraq and Syria (ISIS), imposes paradoxical restrictions on females' education and political participation.

Lack of Government Support to promote women active participation as decision-makers in almost all domains has further sustained the long existing culture legacy. In the Arab region, unfortunately, some policymakers still cannot perceive the impact of gender equality, schooling in rural areas and capacity building efforts on the overall poverty reduction and improvement of livelihoods[25]. Governments address women's issues in isolation from national policies and economic reforms programs. Sustainable development through socio-economic development would never take place unless there is a unified commitment by both the government and civil society towards gender parity and women's empowerment[26] and unless gender parity issues are squared with development plans.

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[17] Shawn Magin, Op. Cit., pp. 15-16.
[18] Institute for Democracy and Electoral Assistance, Op. Cit., p. 7.
[19] Ibid., pp. 14-15.
[20] Dubai Women Establishment, Op. Cit., p. 35.
[21] Institute for Democracy and Electoral Assistance, Op. Cit., pp. 11-12.
[22] UNESCO Regional Bureau for Education in the Arab States, Op. Cit., p. 41.
[23] Shawn Magin, Op. Cit., p. 17.
[24] Dubai Women Establishment, Op. Cit., p. 35.
[25] Malika Abdelali-Martini, Op. Cit., p. 12.
[26] Ibid., pp. 1-2.

Lack of political support and commitment to eradicate women's illiteracy represents a paradoxical challenging hurdle[27]. In addition, although political rights are considered as a main determinant of the extent to which the political environment is conducive to promoting women political participation, yet it is not the only variable. Despite of the fact that women have been granted their political rights by constitutions which stipulate the principle of gender equality in political participation, in electoral process and standing for public office, in many countries (see Figure 1)[28], still Arab States hit lowest global records in women political participation. Lack of participation is not only due to social factors and illiteracy but also due to the persisting lack of political support. This could explain the negligible number of head counts in political leadership positions which are perceived to be more as symbolic rather than active actors.[29] As a result, women have not fully received their political entitlements.[30]
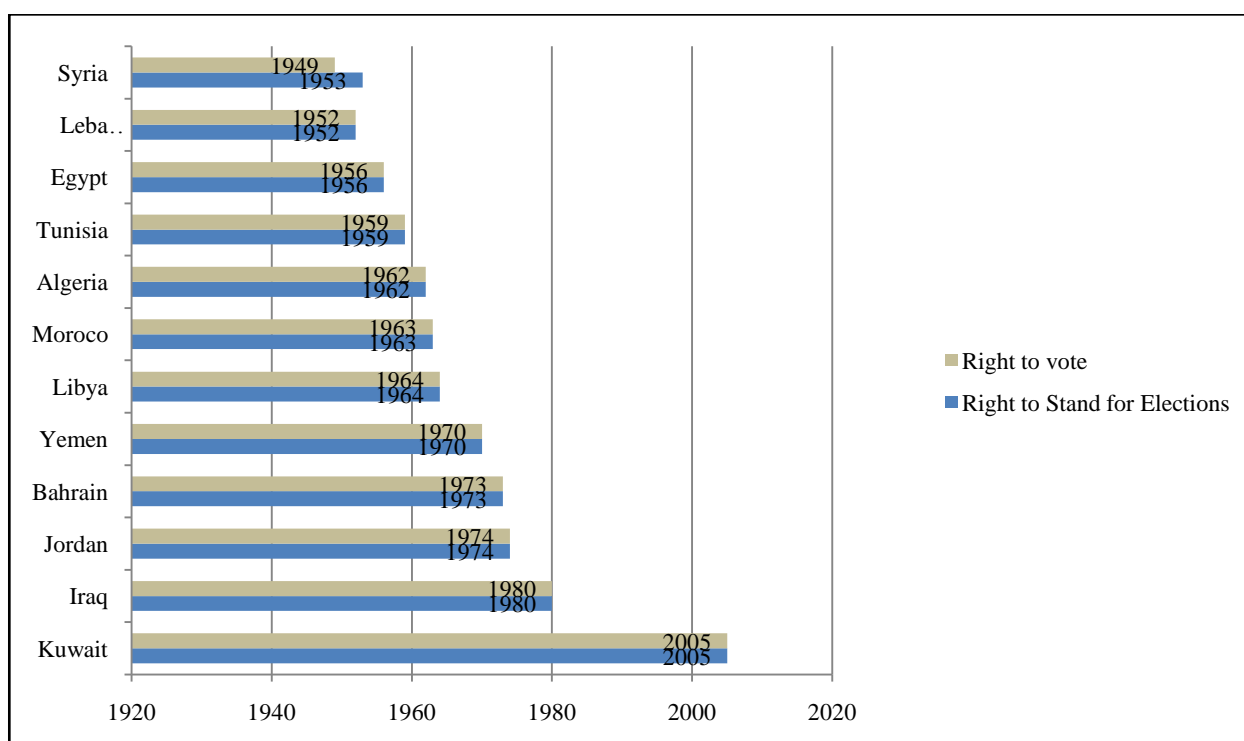
Figure 1. Arab women rights to: Vote & Stand for elections. Source: Inter-Parliamentary Unit, 2009.

Illiteracy, Passive Representative Bureaucracy and Gender Disparity

Cultural legacy in the Arab region has resulted in sever interrelated gender issues, aforementioned, standing as the major barrier towards gender mainstreaming in the Arab region. This section of the research highlights the steepness of the chronic outcomes of cultural heritage, focusing on women illiteracy, passive bureaucratic representation and gender disparity. It highlights existing profile in the Arab region and presents a comparative outlook to global trends.

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[27] Hassan R. Hammoud, Op.Cit., p. 13.
[28] Inter-Parliamentary Unit, Women Suffrage: A World Chronology of the Recognition of Women's Rights to Vote and to Stand for Election, 2009. Retrieved from http://www.ipu.org/wmn-e/suffrage.htm.
[29] Dubai Women Establishment, Op. Cit., pp. 37, 61.
[30] Institute for Democracy and Electoral Assistance, Op. Cit., p. 13.

Women Illiteracy Epidemics in the Arab Region

The Arab region needs 45 years to abolish illiteracy as illiteracy annual decrease is 0.9% on average assuming same pace of illiteracy eradication as well as number of illiterates[31]. In spite of the decline of illiteracy rate from 1970 to 2008 from 74% to 40%, yet number of illiterates increased from 50 million to 70 million respectively[32] (34% / 38 years = 0.9%). Chronic social, economic and political issues, explained above, have widened the literacy gap between males and females in the Arab region as well as created massive challenges especially in rural areas where almost 44% of the population of Arab States live[33].

Unfortunately, adult literacy in the Arab region is among the lowest global wide, which indicates a menacing threat to the region's ability to realize sustainable socio-economic development. According to 2008 indicators, the majority of the world illiterate adults exist in less-developed regions, namely, South and West Asia hitting 41%, Sub-Saharan Africa 40%, the Arab States 37%, Latin America and the Caribbean 10% and 9% in East Asia and the Pacific (Sage Knowledge, 2013, pp. 475-476). Most importantly, as aforementioned, two third of the illiterate adult population in the Arab States are women (see Figure 2)[34].

	Central Asia	Central & Eastern Europe	East Asia & the Pacific	Latin America and the Caribbean	Arab States	South and West Asia	Sub-Saharan Africa	World
■ Total Adult Illiteracy	290	4,919	89,478	35,614	47,603	407,021	181,950	773,549
■ Men Illiteracy	10	1,104	26,356	15,994	16,082	147,352	70,535	280,366
■ Women Illiteracy	182	3,815	63,122	19,620	31,521	259,669	111,414	493,184
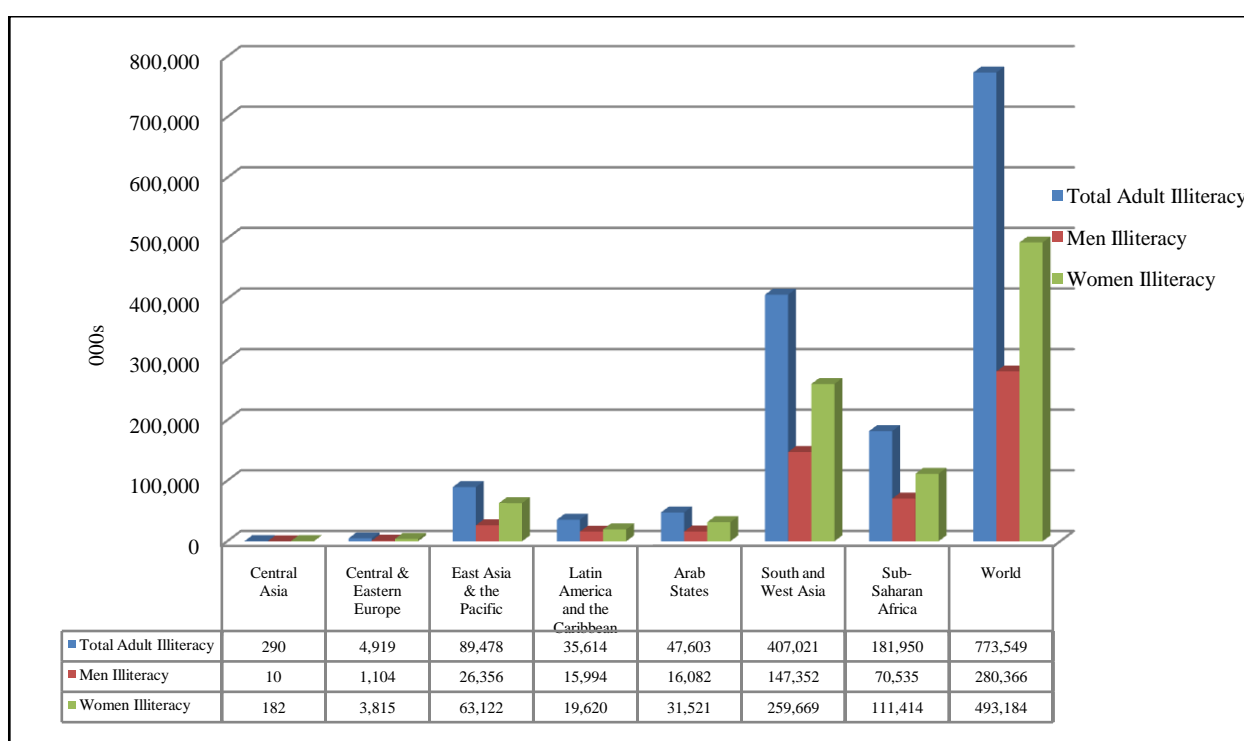
Figure 2. Global Illiterate Adult Population & Gender Disparity 2011, Source: UNESCO Institute for Statistics, June 2013.

Illiteracy persists to be a major challenge facing Arab States to reposition themselves among modern economies. Looking at success stories of strong economies like Japan, Brazil, and Malaysia, with literacy rates hitting 99% (males: 99%, females: 99%), 90.4% (males: 90.1%, females: 90.7%) and 93.1% (males: 95.4%,

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[31] Salwa Thabet, Arab Literacy Project: Revival of the League of Arab States, 3rd Global Conference on Public Policy and Administration in the Middle East, Lebanon, December 5-6, 2014, p. 10.

[32] Shawn Magin, Op. Cit., pp. 1-2.

[33] United Nations, Arab States: A World of Cities, 2013, p. 1. Retrieved from http://www.un.org/ga/Istanbul+5/13.pdf.

[34] UNESCO Institute for Statistics (UIS), Adult and Youth Literacy National, Regional and Global Trends, 1985-2015, June 2013, p. 10. Retrieved from http://www.uis.unesco.org/Education/Documents/literacy-statistics-trends-1985-2015.pdf.

females: 90.7%) respectively; and GDP per capita (PPP) are US$ 37,100, US$ 12,100, and US$ 17,500; while in some Arab States such as Egypt, Morocco, and Yemen, literacy rates hit 73.9% (males: 81.7%, females: 65.8%), 67.1% (males: 76.1%, females: 57.6%) and 65.3% (males: 82.1%, females: 48.5%) and GDP per capita (PPP) are US$ 6,600, US$ 5,500, and US$ 2,500 respectively[35], we find that there is a positive correlation between literacy, education gender parity and economic growth. We could assert that both literacy and gender parity are indispensible for achieving sustainable development and hence have become top priority policy issues for the Arab region.

Passive Women Representative Bureaucracy

Representative bureaucracy approach claims that when public agencies workforce reflect demographic characteristics of population is most likely to act in line the citizenry policy preferences (Robert & Janet, 2006, p. 138). This is based on the principle that when bureaucracies at all levels: policy-making, middle and street-level, represent the diversity in the society, presumably they will be more responsive to their interests and needs in policymaking on one hand and will give legitimacy to these bureaucracies on the other. Bureaucracies according to scholars like Waldo, Allison, Wilson, and Seidman are "political policymaking institutions". This theory emerged in consistency with basic democratic values of "majority rule, minority rights and equal representation". However, unless this equitable representation is reflected into decision and actions pertaining to the general public will, it is considered as passive rather than active representation (Frederickso & Kevin, 2003, pp. 61-63). Hence it is not only a matter of number count of women represented in the bureaucratic apparatus but rather their active participation, especially, at decision-making levels in response to the general citizenry values and interests. This research borrows representative bureaucracy approach to study variables affecting gender mainstreaming[36] in the Arab region and propose effective actions and mechanisms of women empowerment to promote gender parity.

Gender mainstreaming could never be realized unless there are strategies to ensure increasing women's representation in politics and public policy process. By looking at the parliamentary level, there is a wide range of discrepancies existing among Arab States. According to 2014 indicators, remarkably both Algeria and Tunisia, reaching respectively 31.6% and 31.3% women parliamentary representation and ranked 28 and 31 globally, were both able to hit the critical mass (30%). Other Arab States are also placed on the top of the list of Arab States in terms of women parliamentary representation, such as South Sudan and Iraq corresponding to 26.5% and 25.3%, then moving down to hit its lowest rates in countries like Kuwait, Oman, Yemen, and Qatar with 1.5%, 1.2%, 0.3%, and 0.0% respectively (see Table 1)[37].

Looking at global trends, the Women in Parliament Report 2013 indicated that women's representation in the parliament increased from 11.3% to 21.8% in 1995 and 2013 respectively, representing an increase of

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[35] Central Intelligence Agency, The World Factbook. Retrieved from https://www.cia.gov/idex.htm.

[36] "Mainstreaming a gender perspective is the process of assessing the implications for women and men of any planned action, including legislation, policies or programmes, in all areas and at all levels. It is a strategy of making women's as well as men's concerns and experiences an integral dimension of the design, implementation, monitoring and evaluation of policies and programmes in all political, economic and societal spheres so that women and men benefit equally and inequality is not perpetuated. The ultimate goal is to achieve gender equality" (United Nations, Division for the Advancement of Women (DAW), Economic Commission for Latin America and the Caribbean (ECLAC), National Machineries for gender Equality, Expert Group Meeting Report, Santiago, Chile, 31 August-4 September, 1998. Retrieved from http://www.un.org/womenwatch/daw/news/natlmach.htm.

[37] Inter-Parliamentary Union, Women in National Parliaments, December 2014. Retrieved from http://www.ipu.org/wmn-e/classif.htm.

10.5% in 16 years posing a menacing threat to achieve gender parity through gender mainstreaming (Bishu & Jean-Claude, 2014, pp. 231-232). This indicates that one of each 5 parliamentarians is a woman. In addition, by January 2014, only 9 women served as Head of State while 15 as Head of Government. Global indicators assert that women account for less than 10% of the parliaments members in either single or lower houses in 38 states[38]. Despite of the overall low global participation of women in political and policy making institutions, still there is a wide range of variations among the different regions. Nordic countries hit the highest women representation rates scoring 42.1% while the Arab States score only 16% placing it at the bottom of the list (see Figure 3)[39].

Table 1

Arab States Global Ranking of Women Representation in National Parliaments—2014

| | | World Classification | | | | | | | |
| | | Lower or single House | | | | Upper House or Senate | | | |
Rank	Country	Elections	Seats*	Women	% W	Elections	Seats*	Women	% W
28	Algeria	5 2012	462	146	31.6%	12 2012	144	10	6.9%
31	Tunisia	10 2014	217	68	31.3%	---	---	---	---
50	Iraq	4 2014	328	83	25.3%	---	---	---	---
51	Mauritania	11 2013	147	37	25.2%	11 2009	56	8	14.3%
54	Sudan	4 2010	354	86	24.3%	5 2010	29	5	17.2%
72	Saudi Arabia	1 2013	151	30	19.9%	---	---	---	---
85	United Arab Emirates	9 2011	40	7	17.5%	---	---	---	---
87	Morocco	11 2011	395	67	17.0%	10 2009	270	6	2.2%
92	Libya	6 2014	188	30	16.0%	---	---	---	---
101	Somalia	8 2012	275	38	13.8%	---	---	---	---
109	Djibouti	2 2013	55	7	12.7%	---	---	---	---
112	Jordan	1 2013	150	18	12.0%	10 2013	75	9	12.0%
112	Syrian Arab Republic	5 2012	250	30	12.0%	---	---	---	---
131	Bahrain	11 2014	40	3	7.5%	11 2010	40	11	27.5%
141	Lebanon	6 2009	128	4	3.1%	---	---	---	---
142	Comoros	12 2009	33	1	3.0%	---	---	---	---
145	Kuwait	7 2013	65	1	1.5%	---	---	---	---
146	Oman	10 2011	84	1	1.2%	10 2011	83	15	18.1%
147	Yemen	4 2003	301	1	0.3%	4 2001	111	2	1.8%
148	Qatar	7 2013	35	0	0.0%	---	---	---	---

Notes. Source: Inter-Parliamentary Union, December 2014. N.B.: Egypt is not included in the table as there was no parliament in 2014. Women's parliamentary representation in Egypt hit 13.2% in 2012[40]. In addition, available data on women's representation in the Palestinian Legislative Council indicates 13% female members in 2006[41].

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[38] UN Women, Facts and Figures: Leadership and Political Participation, 2014, p. 1. Retrieved from http://www.unwomen.org/en/what-we-do/leadership-and-political-participation/facts-and-figures.

[39] Sebawit G Bishu and Jean-Claude Carcia-Zamor, Op. Cit., pp. 231-232.

[40] Inter-Parliamentary Union, Women in Parliament in 2012: The Year in Perspective, 2013, p. 5. Retrieved from http://www.ipu.org/pdf/publications/WIP2012e.pdf.

[41] International Institute for Democracy and Electoral Assistance (International IDEA), Gender Quota in Special Areas-Palestine Territory, Occupied, 2006, p. 1. Retrieved from http://www.idea.int/gender/quotas_special_areas.cfm?country=183.
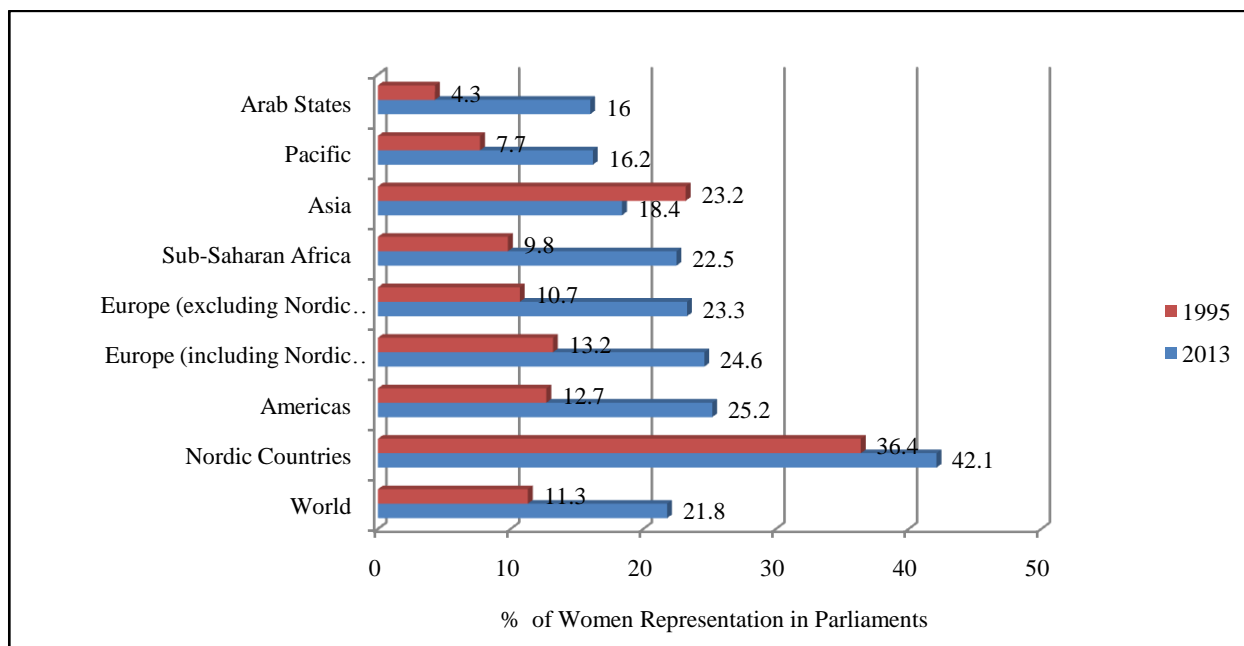
Figure 3. Women in the Parliament—World & Regional Averages. Source: Women in Parliament Report in 2013.

Looking at domains other than the parliamentary representation, women ministers in the Arab region, according to 2014 indicators, hits the lowest rate globally, occupying only 8.3% where the majority fall in the social sectors. Viewing global trends, we find that the Americas hit the highest percentage of women ministers at 22.9%, followed by Africa with 20.4%, Europe 18.2%, despite of the fact that the Nordic countries reached 48.9%, Pacific 12.4%, Asia 8.7% and finally the Arab region with the lowest rate of 8.3%. However, eight countries that have no women ministers, of which two are from the Arab region—Lebanon, Saudi Arabia; the other six are: in Asia—Pakistan and Brunei Darussalam, in Europe—San Marino and Bosnia and Herzegovina, and in the Pacific—the Solomon Islands and Vanuatu.[42]

Moreover, at the local government level where experts believe that "women politicians can be active advocates of women's issues among their colleagues in the local government and vital for mainstreaming gender perspectives in policies"[43]. In Egypt as an example of Arab States, women account for only 5% in local councils compared to 30% in the United States, 40% in India and 50% in Sweden according to 2005 indicators. Global data available in 2005 indicates that, based on 60 countries distributed among all regions, women were 9% only of all mayors and about 21% of councilors (Saleh El-Sheikh, 2008, p. 6).

Gender Disparity in the Arab Region

Within the context of democratic governance as well as institutional development in Arab States, both issues of gender inequality and passive women representation in decision-making levels stand as chronic challenges. We refer here to the global gender gap index (GGGI)—which measures the gap between men and women against four categories: Economic Participation and Opportunity; Educational Attainment; Health and Survival; and Political Empowerment, the later considers 3 major factors/ratios: females to males in

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[42] Inter-Parliamentary Union, Progress for Women in Politics, but Glass Ceiling Remains Firm, Press Release, Geneva, March 11, 2014. Retrieved from http://www.ipu.org/press-e/pressrelease201403111.htm.
[43] International Knowledge Network of Women in Politics, Women in Local Governments. Retrieved from http://iknowpolitics.org/en/discuss/circles/women-local-governments.

parliaments; females to males at ministerial level; number of years of a female head of state over male value[44]. Middle East, of which most Arab States are part of, has closed only 7% of its gender gab concerning political empowerment[45]. The Arab States are among the lowest rankings of the 142 countries assessed (see Figure 4). Overall global ranking indicates Yemen to be ranked the lowest globally with gender gap index of 0.51, while Kuwait, globally ranked 113, is identified to be the best among Arab States with an GGGI hitting 0.65 (see Table 2)[46].
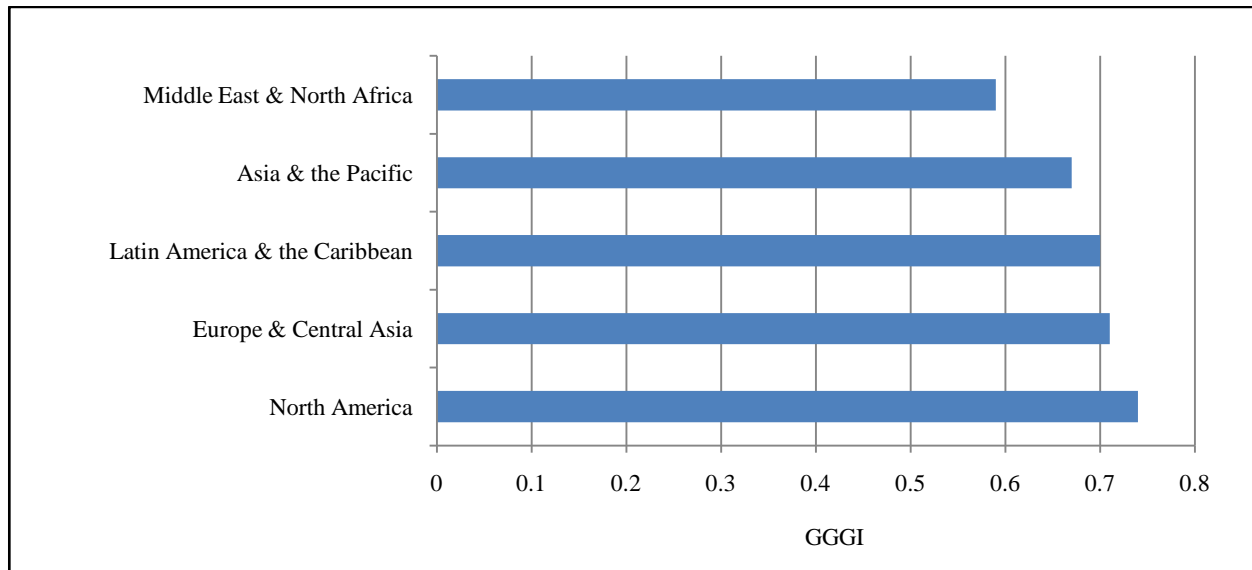
Figure 4. Global Gender Gab Index Score—GGGI (0.00-1.00). Source: The Global Gender Gap Report 2013.

Table 1

Global Ranking & GGGI of 15 Arab States

No	Country	GGGI	Rank
1	Kuwait	0.6457	113
2	United Arab Emirates	0.6436	115
3	Qatar	0.6403	116
4	Tunisia	0.6272	123
5	Bahrain	0.6261	124
6	Algeria	0.6182	126
7	Oman	0.6091	128
8	Egypt	0.6064	129
9	Saudi Arabia	0.6059	130
10	Mauritania	0.6029	131
11	Morocco	0.5988	133
12	Jordan	0.5968	134
13	Lebanon	0.5923	135
14	Syria	0.5775	139
15	Yemen	0.5145	142

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[44] World Economic Forum, The Global Gender Gap Report 2013, p. 5. Retrieved from http://www.weforum.org/docs/GGGR14/GGGR_Complete Report_2014.pdf.
[45] Ibid., p. 16.
[46] Ibid., p. 9.

Role of Government and Civil Society to Set-off Women Empowerment:
Highlights on the Egyptian Case

Since almost 50% of the Arab labour force pool is women, hence women's active participation in their societies economically, socially and politically contributes to how these communities are built and developed. Women empowerment and gender equality have become envisaged as prerequisites for achieving sustainable development. With the Arab region being far from achieving gender parity and mainstreaming, this calls for a pressing need for dramatic policy changes and collaborative actions among government, civil society, and media.

One of the key international declarations addressing gender mainstreaming is Beijing Declaration and Platform for Action which aims at taking measures to "ensure women's equal access to and full participation in power structures and decision-making"[47]. Legal framework which only focus on the principle of removing restrictions on women participation in the political realm and stipulates gender parity in political rights and obligations is integral to provide equal gender opportunities for career and political participation advancement, yet proved to be insufficient to institutionalize gender parity and promote gender mainstreaming due to cultural limitations. Hence, the legal framework should transcends the mere removal of restrictions on women participation, and rather take more effective measures to overcome cultural limitations. In addition, a legal framework with absence of a real political will and support as well as effective collaboration between civil society advocacy organizations and policymakers to empower women and promote gender mainstreaming, could only trigger a more active role of women in the public sphere but highly risks its sustainability. The environment in which political participation takes place needs to dramatically change to create a platform more conducive to women active participation and encouraging for women to advance their status and become leadership role models. The study attempts to present a framework of proposed guidelines and measures which, in synchrony, could contribute to developing more gender-neutral based societies moving towards gender mainstreaming. Figure 5 illustrates variables and mechanisms which determine cultural legacy. It also identify the important role of both the government and civil society in women empowerment to face challenges of illiteracy, lack of women political participation, and gender disparity towards achieving gender mainstreaming which significantly contributes to sustainable development.

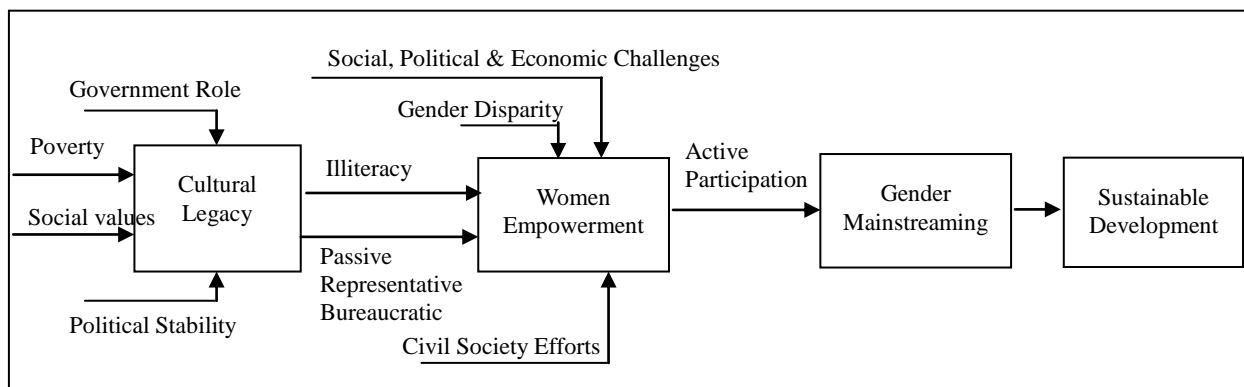*Figure 5.* Women empowerment mechanism.

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[47] Minnesota Advocates for Human Rights, Summary of the Beijing Declaration and Platform for Action, January 1996, p. 27. Retrieved from http://www.theadvocatesforhumanrights.org/uploads/declaration.pdf.

Role of the Government

Legal Framework

Though a quota system might reflect lack of neutrality and affirm the value of a gender-based society, and though head counts do not necessarily ensure active participation with shared value of gender equality that results in policy influence[48], yet in an environment where women play almost negligible political role and face discrimination to reach out for leadership positions, increasing head counts could be an important step toward change. A global benchmark for women's parliamentary representation is 30%, the so-called critical mass. Worldwide, 39, single or lower, houses surpassed 30% women each, 11 in Africa and 8 in Latin America. 32 out of these 39 houses implemented different forms of quota systems to promote for women political participation[49]. Effective legal measures have become imperative to increase women participation in policy-making even if it doesn't directly solve cultural core issues.

In the case of Egypt, article 11 of the constitution 2013 stipulates that the state is committed to take the necessary measures to ensure appropriate representation of women in the parliament. The State shall also guarantee women's right in holding public and senior administrative positions in the State and in judicial bodies and authorities without discrimination. In addition, article 53, stipulates that all citizens are equal before the law having equal rights, freedoms and duties without discrimination based on religion, belief, sex, origin, race, colour, language, disability, social class, political or geographic affiliation or any other reason[50]. Such articles affirm a legal framework for gender equality. However, since such measures are not enough to ensure a reasonable increase in women political participation, other legal measures were enacted. At the state level, the electoral law will ensure, at least, 70 seats for women (12.3% of a total 567 seats), of which 56 out of the 120 parliamentary seats assigned to political parties' lists as at least 3 women candidates are to be on each list, as well as 14 will be appointed by the president—which account for 50% of the 5% to be appointed by the President[51].

Local governments are the real incubators for creating active female political leaders. Elected leaders as well as appointed administrators in local councils develop, especially with an increasing political commitment to decentralization, professionalism through hands-on knowledge and skills relevant to policymaking and policy implementation in their communities. Hence, there are high chances that leaders on a municipal level develop to become potential agents of change on a state level in the future.

Women's active participation at the local level has been globally acknowledged to have high potentials to contribute to socioeconomic development of their local communities and societies at large. There are examples of how, at the local level, women's active participation has been highly recognized to enact change. India, a vivid example, where indicators asserted that local councils led by women implemented a number of drinking water projects 62% higher than those implemented by men-led councils. In addition, in Norway, there was a positive correlation drawn between representation of women in municipal councils and childcare coverage[52].

In Egypt, the amended constitution 2013, Article 180, stipulates that 25% of the seats of local council are

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[48] Sebawit G Bishu and Jean-Claude Carcia-Zamor, Op. Cit., p. 233.
[49] UN Women, Op. Cit., p. 2.
[50] The Egyptian Constitution 2013, pp. 8, 18.
[51] Monica Micheal Hanna, Arab-West Report, Women in Parliament: Gender Justice for Egyptian Women? December 18, 2014. Retrieved from http://www.arabwestreport.info/year-2014/week-50/03-women-parliament-gender-justice-egyptian-women.
[52] UN Women, Op. Cit., pp. 1-2.

allocated to females[53]. Such a policy would ensure high women's leadership representation at the local level, but most importantly would create a platform for women role models attracting women who aspire opportunities for success in both rural and urban communities across all regions in Egypt. The impact of such measures of empowerment, especially in rural areas, could affect other domains, such as education, as providing opportunities for advancing women status could be a major drive to eradicate women illiteracy on one hand, and could also provide prospects to formulate and enact policies which address gender issues on the other. The constitution, in this context, could contribute to changing the environment and hence could contribute to sustainability of an increasing role of women as active agents of change rather than symbolic representation.

Political Will

In spite of the fact that setting a legal framework that empowers women and increase its representation in the political realm reflects the presence of a political will to move the society towards gender mainstreaming, yet to ensure sustainability of women's active participation, strong political will and support for promoting the role of women must be further institutionalized within the society. The following present critical actions in some key areas where government support and gender mainstreaming actions have become indispensible:

Integrate gender parity issues within national socioeconomic plans rather than addressing it in isolation of strategic plans. Industrialization development plans should emphasize the significant added value of women's active participation which could contribute to boosting the industrialization process. For example, grants for micro and small projects should put women as one of the main target groups especially in marginalized rural areas where high poverty rates persist. Such projects must also entail capacity building programs, such as marketing programs to provide female entrepreneurs with required skills and hence increase chances of success. In addition, illiteracy eradication projects should as well target women especially in poor areas, yet should be based on hands-on learning methods in accordance to areas of specialization, i.e., adopting the functional approach, to ensure positive impact of such literacy projects on learners' contribution to socioeconomic development of their communities. Development plans, as one of its key strategic goals, should focus on empowering women in all the different domains.

Provide equal employment opportunity for women at top levels in the different fields of interest, including judicial and executive branches.

Appoint women in executive positions at the different local levels, including governorates, regions, and villages. Such executive positions range from governors, district officers, and mayors. Such a trend would introduce female leaders as role models in their communities and hence motivate others with leadership aspirations to work hard and develop their capabilities to reach out for leadership positions. With such vision, dramatic cultural changes would take place on the long run with faster steps toward gender mainstreaming.

Ensure fairness in pay, compensation and promotion within public organizations by implementing a merit system where objective performance criteria are the main determinants of pay, benefits and promotion decisions. In fact, many women face discrimination at workplace and perceive the challenge of recognition as a main obstacle, and consequently they have to do almost double the work of their male incumbents to get promoted[54].

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[53] The Egyptian Constitution, Op. Cit., pp. 45-46.
[54] Dubai Women Establishment, Op. Cit., p. 26.

Revise curriculum of schools to ensure integrating values of gender equality on one hand while highlighting outstanding Arab women figures and their contributions in the different economic, social, political and cultural domains.

Implement government reengineering to move toward achieving lower levels of corruption. Democratic and transparent politics is positively correlated to lower levels of corruption which creates an environment conducive to more active women political participation[55].

Role of Civil Society

Financial support. Success in elections, especially parliamentary, is highly contingent upon availability of financial resources which persist to be one of the major barriers restraining women's political participation. In Egypt, for example, though political parties in collaboration with National Council for Women (NCW)[56] promised to pay the insurance fees for women parliamentary candidates who are financially unable to pay (LE 3,000 for individual candidates and LE 6,000 for those running on the list) (Leila, 2015), yet still financial resources needed for electoral campaigns stand as an unsolved riddle for women candidates to achieve effective public exposure to be able to introduce themselves and their programs to constituents. The government to allocate on a temporary basis, as an example, a budget-line to support women's political participation especially for electoral campaigns purposes, in case there are available resources[57], is highly questionable especially for countries in transition facing political and economic challenges. In light of this, the significant role of civil society advocacy organizations stems out, where they could launch donation campaigns initiatives for the purpose of supporting electoral women candidates[58] for parliaments or/and local councils.

Capacity building support. Civil society organizations have an integral role in preparing women for leadership and policymaking positions which is indispensible to achieve gender mainstreaming goals. Civic education emphasizing capacity building has become imperative to change potential female leaders into active agents of change. There is a pressing need to implement training programs for female public servants, parliament's candidates, local councils' candidates on multidisciplinary concepts and issues in areas of public policy, economics, budgeting, public oversight, governance, democratic values, gender mainstreaming, and human rights.

In addition, developing skills in communication, negotiation, conflict management, decision-making and team building are essential for creating active actors who could contribute to the development of their communities. Furthermore, civic education programs which focus on increasing citizenry political education and awareness of the important role of women in developing modern and knowledgeable societies have become indispensable to promote a culture of gender-equity. In parallel, civil society should play an effective role in contributing to women illiteracy eradication especially in marginalized poor regions.

Moreover, Media is a main pillar in shaping public opinion, yet similar to other institutions, is characterized by a patriarchal culture—where women do not hold decision-making positions—which represents

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[55] UN Women, Op. Cit., p. 2.

[56] NCW was established upon the Presidential Decree Number 90 in 2000. Its mandate mainly focus on public policy advocacy to empower women and address their problems to enable them to play their economic, social and political roles (National Council For Women. Retrieved from http://ncwegypt.com/index.php/en/about-ncw/presidential-decree).

[57] UNDP Regional Center, UN Policy Directive related to Promoting Women's Electoral and Political Participation through UN Electoral Assistance, December 2013, pp. 19-20 (Arabic Version).

[58] Ibid., p. 20.

a menacing threat to the ability of Arab States to disseminate a culture of gender equality[59]. In Egypt, for example, the media ignores women candidates and does not provide them the proper exposure[60]. Civil society should focus on building capacity of media professionals to promote a culture of gender parity as it has become inevitable to have a media where its code of ethics and "self-regulatory bodies acknowledge gender mainstreaming goals"[61]. For media to play an effective role in disseminating a culture of gender equality, it has to be restructured and develop a more neutral stand towards gender issues and hence introduce women to the public on an equal footing with men.

Advocacy. Civil society organization plays an important role in advocating women's rights and policies on gender mainstreaming. Intensive advocacy efforts need to take place at different levels. On one hand, civil society organizations must strive to reach out to policy-makers at state and local levels through participating in open hearings, policy papers and policy briefs to present best-buy measures and mechanisms of women empowerment and gender parity. An example was the Constituent Assembly 2013 in Egypt where civil society actively participated in formulating the new constitution. In addition, the civil society has an immense role in disseminating a culture of gender equality through diverse media tools including traditional and new media.

Conclusion

Women active participation is envisaged as an integral pillar to achieve sustainable socio-economic development in the Arab region. How to create an environment conducive to gender mainstreaming where there is active representation of women in policymaking process sharing same values and interests of the public remains to be a major challenge in the Arab region. Developing such an environment is very much contingent upon having the right support system, where political will, legal framework, and accessibility to financial and technical support aiming at women empowerment and gender mainstreaming are considered to be the main cornerstones. Networking between the government and civil society is indispensible to creating a platform for active participation of women meeting the aspiration of many potential active actors. These two actors should actively interact, coordinating as well as cooperating, to formulate public policies which address gender parity issues and to ensure advancing women political, social and economic status.

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[59] Katharine Sarikaki, Power, Patriarchy, Profit: Barriers to Gender Mainstreaming in Media Policy, UNESCO, 2014, p. 66.

[60] Reem Leila, Op. Cit., p. 3.

[61] Katharine Sarikaki, Op. Cit., pp. 66-68.

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Economic and Social Impact of Advanced Research at Universities

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The major purpose of any university is high-quality education of its students for the needs of society. Qualified staff (including teachers and administration) is the necessary condition for high-quality education of students. The qualified staff (university teachers) can only be internationally competitive when they do high quality research andactively participate in the university management. Government and industry set up the "boundary conditions" for universities, but they should not interfere into the internal self-governance of the universities, and should respect academic freedom. A world-class university has its own Triple Helix uniting education, research and innovation. A few specific examples of practical realization of such "sub" Triple Helix are given, which are based on personal experience of the author during 24 years of his work as a professor at leading universities in the USA, Germany and Japan. Though some findings and conclusions may have limited use in any particular country, there are universal features that should be present in any modern university interested in increasing its impact on local environment, concerned with interaction to local government and local businesses, and striving for top positions in international rankings.

keywords: university, education, research, innovation

Introduction

The author is not qualified to discuss the original concept of the Triple Helix, in the interface among university, industry, and government (Etzkowitz, 2008). However, The author is well qualified to address one corner of it, namely, the "university". Moreover, In this paper the original concept of Triple Helix inside a moder nuniversity is proposed and illustrated on a number of specific examples.

To begin with an observation. During his 12-years-old tenure at the Tokyo University the author never had business with the University President, except of his very first day in the job. And that is also true for a vast majority of professors in our University in Tokyo. Dealing with Tokyo government and communicating it policies back to the university is the main job of our University President. However, our university itself has so high degree of self-organization and self-governance that the first person (president or rector) is essentially irrelevant in the university's daily life for almost everyone (just compare that with any university in Russia!). High autonomy of a university is essential for high standards of teaching and research, including advanced education of professionals, scientists, and entrepreneurs in the competitive environment of "beautiful minds" and academic freedom.

Of course, no university can be fully independent just because it needs to be financially supported. It is all about its internal academic freedom subject to the *boundary conditions* imposed by society. A society needs

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universities for its "tomorrow" by educating students. But it also needs universities "today" as a source for its intellectual, technological, and social development.

One may be surprised by the remark that many basic things like "universities exist for their students and professors" tend to be forgotten, even inside the universities themselves. One of the reasons is that even at the top universities excellence in teaching is not highly regarded in practice. Hiring new faculty is usually rated by excellence in research, not in teaching. Many university professors consider teaching more as a burden rather than a target because they have little incentives for spending more time for teaching rather than for research and administration. It sometimes results in auniversity for its staff rather than a university for its students.

The related problem on the student's side is just study for credits and graduation, not for knowledge and skills. In opinion of the author, government hardly can help here because it is too far from the university's life, is often too bureaucratic and inflexible. Industry may help but it is often too much oriented for profit and its needs for "today". However, universities are supposed to train students for "tomorrow", so that they ought to be much more future-oriented.

It is, therefore, important to understand what are the most fundamental challenges faced by universities now, and how should the universities modernize themselves, in order to meet those challenges.

Triple Helix Inside a University

Being a representative of natural sciences, the author go this major experience in research and teaching of physics and mathematics. He is also actively involved into internal self-management at the Metropolitan University in Tokyo, dealing with subscription of international scientific journals, inviting prominent scientists and facilitating accommodation of international students. The author used to run a seminar (once a week) mainly to the first year students of the Departments of Lawand Economics about globalization, and it had nothing to do with natural sciences. The author has MBA degree of a German university, and also co-founded three private enterprises in Germany in the past that gave him valuable experience in private business too.

In the author's opinion, the Triple Helix at a top university should combine (1) *high quality teaching*, (2) *world class research*, and (3) *modern management*. By the high quality teaching one means actual, fundamental and inter-disciplinary education mainly aimed to the needs of students and society, not just to the needs of professors doing their job. By the world class teaching one means that every teacher should also be a good researcher simultaneously, because only a good researcher has a chance to be a good teacher in his special field (the "first hands" principle). And by the modern management one means the joint efficient management by professors and bureaucrats at the university level, including their joint participation in working out the long-term policies at the university.

It is no secret that teaching is not the priority for a vast majority of university professors, even in the world-leading universities. High quality teaching is not very rewarding, is very time-consuming, and is not easy indeed. So, it is often (but not in public!) merely considered as the necessary burden (like job-for-money) by the teachers. Instead, the leading university professors usually invest much more their efforts either into their research, contributing to their scientific achievements, prestige, and grants, or into the university management, contributing to their administrative career. It is not bad by itself. However, each professor should contribute to (1), (2), and (3), and the more he/she contributes in total, the more he/she should get as a reward. For instance, in our university in Tokyo, every professor's performance during each academic year is judged by four factors, namely, (1), (2), and (3), as well as his/her (unpaid) contribution to society, in addition (see Section *Impact on*

Industry and Society in this paper). No record in either of those four positions will have negative consequences to a staff member after evaluation, but an outstanding record at a single position will not be honored in Japan also.

To conclude this Section, it is worth of briefly addressing successful strategies for reaching the Triple Helix goals at auniversity, along the lines formulated above. Of course, there can be many strategies, based on a particular environment. However, there should be also some common features. The author calls them the triple-C strategy (it is the original concept of three Russian K's also: Компетентность, Конкуррентноспособность, Кооперация). The first C means Competence, the second C means Competitiveness, and the third C means Cooperation. Those three C's represent the necessary conditions for success.

Innovations in a University

An innovation is always concrete. Usually, it is just a small improvement of the existing system, but a sum of such improvements often results in very sophisticated products. It is highly desirable to offer a complete (finished) product, whenever it is possible (in Russian, they say "pod kljuch"), because it simultaneously means taking full responsibility for its quality. And it has the long tradition in Japan, where the main industrial groups produce practically everything, and always offer ready products to their customers. A university should be also a "full service" product for the society, by offering high quality teaching (1) to its students, high quality research results (2) for the needs of science and industry, with efficient management (3), being accountable for money spent on all that.

In the old past, science was a small scale personal pursuit for a few. Today's science is a huge enterprise comprising many well-paid professional people and having close ties to governments and industries, with a peer-review system of evaluation. A globalized economy and modern information technologies created a highly interconnected world that requires global thinking and local handling. It represents huge challenge to the universities too, especially as regards teaching young generations and offering technological and scientific solutions to industry and society.

Getting new results in science is always an innovation by definition. Innovations in teaching may include offering an unusual but actual course of lectures or seminars, or using unusual teaching tools. For example, the author offered a "life wisdom" seminar to the students of Tokyo Metropolitan University (there are about 70 seminars of that type, run by the professors who are over 50 years old), A professor is free to choose a subject *outside* of the official curriculum. In the seminars run by the author, students were giving presentations about their choices of personal life strategy for themselves, including jobs, politics, family, communication, and even pension issues, up to buying a house, getting married and educating kids. Increasing personal wisdom of students by comparing very different life stories and defending your own story is not about substituting their parents. It is about how to make educated personal choices in life, by learning specific examples.

Even management can be innovative too. For instance, in Japan after the World War II, when the country was in ruins, Japanese government asked about a hundred people from the intellectual elite to figure out economical, technological, and scientific policies for a future. Actually, they put those people into a remote place in the mountains, without any connection with the outside world, for a month. The result of implementation of those policies is now well known in the world as the technological wonder of Japan. Of course, strategic planning and making the rules is a continuous process, and they are doing it very well in Japan.

However, the bureaucracy follows the rules imposed, so that it is very important for success of the Triple Helix at a university that the rules are adequate, thus making possible a close cooperation of professors and bureaucrats.

Impact on Industry and Society

The industry demand for applied research is obvious. It is less obvious why a fundamental research is also needed. It is well known that fundamental science is a basis for applied science. However, the author would like to stress here yet another significance of the fundamental research with participation of students.

To give an example, the author conducts research in the very advanced fundamental science with his students, namely, in theoretical cosmology and string theory.

It is not going to have practical applications any time soon. Nevertheless, most of the former students of the author (in Russia, USA, Germany, and Japan) did not have much trouble to get a job outside of the university. Actually, only about 1 out of 10 became a researcher or a professor. Some of the former students are now working for Google, Microsoft, Siemens, Canon, and Mitsubishi, outside physics. Once the author had a conversation with the CEO of the Mitsubishi Corporation in Japan. He told that they (Mitsubishi) did not much care of subjects of the university studies of their recruits, because they usually sent them to internal training for the first six months at the companyany way. What they (Mitsubishi) needed are the properly "formatted brains" who are capable of independent thinking and innovations, and are globally minded. But it is precisely what most of my former students got by studying theoretical physics!

It is of no surprise that the teaching curriculum at universities is often academically oriented and formal. It is good for science but is not necessarily good for industry and society, because most of university graduates will not go to science. And there are not so many very talented (and outstanding) students also. Therefore, there should be some alternatives to academic studies, especially for those students who want to be employed in industry or in business but do not have experience in the job. It is no secret that a successful recruiting is much more likely for those who already have job experience, but one has to get a job first (it is known as the *Catch-22* in the West). To break this circle, new ways of the university education are needed, such as the new *dual* system in Germany, which is based on the 3-month-long lectures plus 3-months-long "praktika" at a company during *each* semester for business students. For example, a daughter of the author was studying international business in the dual system that is also three-national and three-lingual (i.e., at three universities in three different countries, and in three different languages) in Europe.

All that implies more transparency and more openess (friendly environment) of a modern university to a general public, in order to increase public trust and awareness in what is going on at the universities, not to mention to make them more attractive to everyone. In other words, a university should be deeply involved into public relations, both locally and nationally and, perhaps, even internationally. There are many ways of doing that, thus having a huge area for innovations. For example, at our University in Tokyo we are doing several public programs, such as Open Labs, Open Classes, Open Campus, and Open University lectures to a general public on a regular basis. A close cooperation with local high schools in the Tokyo area is also one of our priorities.

Conclusion

Though this paper is very brief, it offers the clear starting points for further discussion and development,

and is supported by the real examples. The author refers to Chomsky (2015) and Bendukidze (2013) for more aggressive opinions. We welcome global discussion about those actual issues inside the academic community. In our global forums of the Russian-speaking science and technology professionals—see RU-SCI-TECH[1] and RASA[2]—one can find more specific proposals also (mainly in Russian, though).

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