## Sapporo University Research Institute Journal

## **No.7 / December 2015**

⟨Papers from the joint research project⟩ Introduction	
Society and Economy of Sapporo: Declining Birthrate and Industrial Structure	1
	5
Akiyoshi MIYAKAWA Sapporo in English Tourism Discourse:"Sapporo Sweets" in Travel Guidebooks and Webs	ites 17
Creation of a regional brand: The History of Sapporo-Style	35
Chikako MATSUTOMO Living with Companion Animals: Collaborative Activities in Administration of Animal Welfare and Management in Sapporo	47
	59
How do we increase students' English communicative skills? A report on the teaching of TOEIC® in the Faculty of Foreign Languages at Sapporo University	75
Yasuhiro TSUSIMA Guiding Would-be Teachers of English through Certification Exams in English	87
Development of friendly relations with Russia in Sapporo:  Training of volunteer interpreters at Sapporo University	103
The association between teammate's self-talk and behavior in competitive volleyball and collective efficacy: focusing on characteristic of Hokkaido	117
What is "Active Learning" for developing and cultivating students' positive motivation and Nami ARAKI	131 d attitude 145
⟨Articles⟩ Institutional Ownership, Investors' Horizons and the Impact of Information Quality —An Evidence from China's Capital Market—	
TANG Songlian • WANG Zhiping TPP Settled? The Later Part of 2014 TPP&TPA	159
Shoji MITARAI	177
Toshiko Tamura's Women's Voices — Focusing on the "Advice Column" and "Afterword" – Makiko YAMASAKI • Shanshan ZHOU	- 242(→)
⟨Note⟩ The Irony of the Democratic Conception of National Education (1)	199