
Editorial Note

The IUC Studies is a scholarly peer reviewed accredited journal, seeks to the submission of unpublished articles on wide range of topics that represents a variety of interdisciplinary interests. The Journal seeks to bring academic researchers from within the country and beyond, to share the views and findings with others working for the same objective and providing space for new researchers for studying and debating issues not only for academic consumption but also for policy consideration. Launched in 2003, the journal has so far published 12 issues. However, due to some unavoidable circumstances the publication of 13th issue has been delayed from its expected date of publication. This issue contains 7 articles on different topics related to the field of Islamization, Language and Literature, Marketing, Human Rights and Criminology, Education and Pedagogy etc.

Md. Eftekhari Uddin and Farhiba Ferdous's paper begins this issue, considering the importance of technology integration through a task-based email project for EFL writing class. This paper focuses on the affordance of technology integration and task based approach in EFL writing class room. In this paper the author observes that as courses on English language proficiency are one of the basic requirement courses for graduation at the Private Universities, but as a good number of students are admitted to these universities without proper background knowledge of writing skill, so special emphasis is given on this skill. Keeping in mind the growing popularity of technology integration and task based approaches in language teaching, a task based email project has been outlined for developing English writing skill, hoping that it would ensure for students a better proficiency in writing skill and with higher amount of accuracy, and as such, it may be considered as an effective tool of language learning.

Serajul Islam, A. M. Shahabuddin and Nazneen Jahan Chowdhury's article empirically explores the factors behind loyalty of customers in banking sector based on a metropolitan area. His investigation found six underlying factors that contribute to clients' loyalty in state-owned commercial banks in Bangladesh which are believed to be instrumental for the retention of potential customers towards continuous and sustainable future development of the organization.

Among the articles being presented in this issue before the valued readers, an article on "Islamic literature: definition, nature and scope" by Md. Mahmudul Hasan. In this paper the author tries to highlight the difference between the Islamic literature and literature in general, that where literature reflects the reality of life, and signifies all human activities and behaviors either in verbal or physical form, irrespective of differences of nationality, language, culture, belief and behavior. The Islamic literature deals with the features of all aspects of Islam as the way of life, regardless of person, group, nation, language, place or time, reflecting on particular social, political and cultural aspects. Further, Islamic literature aims at building a strong

and incomparable horizon equipped with various colors of Islamic ideology, education, ethics and history along with traditional background.

This volume also includes an article on “Contemporary technology development and challenges of the international humanitarian law” by Mohammad Saidul Islam. In this paper the author tries to highlight that as IHL aims to protect the civilians and hose de combats through imposing limitation to the freedom of the choice of weapons and strategies of warfare in one hand, but the development of science and technology has significantly changed the nature of weapons and war strategies, which are being randomly used in the cotemporary armed conflicts, and thus has complicated the implementation of IHL, and even there are some other kinds of autonomous weapons which are under process, but are a great threat for the humanity at large. The author has suggested in this paper, for adapting some policies to be framed by the competent international bodies to ban these weapons before invention.

A paper on “Threat perception of the rural-urban migration as a linkage to the rise of crime: Bangladesh perspective” by Taslima Khanam has also been selected for publication. In this paper the author suggests that although the rural-urban migration mostly concerns the subject of sociology, it may also be viewed from jurisprudential perspective and from the view point of criminology, to identify the possibility of the linkage of rural-urban migration with urban schemes of crimes. The author in her article has tried to uncover the cause and effect of increasing crimes under interrelation between migration and the security précised by the law and order environment of the urban area. The author has made an effort to find out the needs and changes of the society due to the migration of a huge mass people of Bangladesh from rural to urban areas and recommended to satisfy the balance of conflicting interest from different aspects to facilitate the policies and laws considering these aspects.

Sultana Jahan’s article written on reading Jibanananda Das’s ‘Banalata Sen’ from a surrealist perspective. In this paper the author has tried to establish that the poet’s wizardry of image and metaphor makes an ordinary Banalata Sen beyond touch, as she transcends to a higher space, surpassing all worldly affairs. To establishing Jibanananda’s Banalata Sen as surrealist poem this article aims at exploring the images and metaphors that have unfolded his subliminal working of the mind.

In the final article of the issue, Md. Morshedul Alam discusses the challenges in implementing Communicative Language Teaching (CLT) at secondary schools in rural Bangladesh as a case study. In this paper the author tries to identify the factors that hinder implementing CLT in the secondary schools. The author in this empirical study has identified eleven challenges that hinder in the way of successful implementation of CLT in rural Bangladesh. However, the responsibility to find out the remedial steps rests on the researchers in the days to come.