

# MLC240 International Cultural Exchange

3rd and 4th quarters, Sophomore

<b>Instructor</b>	IMAI YUKO
<b>Style of Class</b>	Lecture
<b>Number of Credits</b>	2
<b>Day and Period</b>	Friday, period 1

## Course Description

The contemporary era of burgeoning globalization has seen a rapid increase in the circulation of people, goods, and information from all around the world, and international exchanges are now flourishing in a variety of fields. This is also true in the sphere of culture, with events introducing foreign cultures being held all over Japan even as exhibitions of Japanese culture are taking place all over the world. In addition, in the context of contemporary diplomacy, in addition to traditional forms of bilateral diplomacy between governments, new diplomatic strategies and activities are becoming necessary and being put into practice that appeal directly to foreign citizens and public opinion through cultural exchanges and publicity in partnership with the private sector. Furthermore, even as a single civilization is coalescing in contemporary society, culture appears to be diversifying. In light of such circumstances, in this course, students will acquire the knowledge necessary for thinking about possibilities for Japanese culture based on global perspectives such as cultural exchange activities with various countries through the modern and contemporary periods, Japan's history of cultural diplomacy and cultural exchange, and the characteristics of Japanese culture as seen through the eyes of foreign audiences.

## Course Objectives

Students will:

- (1) Learn about the concepts of culture and cultural exchange, as well as about the changing significance and possibilities for cultural exchange that have accompanied structural changes in the international community.
- (2) Learn the history of the World's Fair and modern Olympic Games from the perspective of cultural exchange.
- (3) Learn about the concepts of 'public diplomacy' and 'soft power' to gain an understanding of the relationship between contemporary diplomacy and cultural exchange.
- (4) Learn about initiatives undertaken by the Japan Foundation and typical concepts in Japanese cultural discourse (e.g., *Nihonjinron*).

## Expected Outcomes

It is expected that this course will cultivate insights for thinking about Japanese culture in international perspective, as well as possibilities for a Japanese culture that contributes to the realization of a multicultural society.

## Prerequisites

None in particular.

However, after taking this course, students are advised to enroll in "Comparative Culture," which will provide a deeper understanding of cultural exchange.

## Class Materials

The text *Kokusai bunka kōryū-ron* (International Cultural Exchange) will be distributed on the first day of class.

## References

Matsumura Masayoshi, *Kokusai kōryū-shi: Kingendai Nihon no kōhō bunka gaikō to minkan kōryū* (A History of International Exchange: Public Cultural Diplomacy and Private Exchanges in Modern and Contemporary Japan), Chijinkan, 2002.

Aoki Tamotsu, *'Nipponbunka-ron' no hen'yō: Sengo nihon no bunka to aidentitī* (The Transformation of Japanese Cultural Discourse: Postwar Japanese Culture and Identity), Chūō Kōronsha, 1990.

## Course Method

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This course will proceed in a lecture-based format. Lectures will follow the content of the class text (*Kokusai bunka kōryū-ron*) while making effective use of audiovisual materials.

## Evaluation/Assessment

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### Reaction Paper

A written response framing such topics as what students learned while listening to the lectures, what about the lectures left the deepest impression, and what if any doubts or questions they had about the lecture contents.

### Report

On a topic to be specified by the instructor, students will compose a report (approximately 2,400 characters), summarizing what they learned both in class and through their own independent study.

## Grading

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40% Reaction Paper

60% Report

## Course Schedule

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### Week 1: Thinking about the Paths of Cultural Coexistence

Orientation for the class. Understanding the ideas of various thinkers on the challenges involved, in societies characterized by the presence of groups with different nationalities or ethnicities, in order for these groups to coexist while being treated on an equal footing, recognizing each other's mutual cultural difference, and fully exercising their respective capabilities.

### Week 2: A History of Cultural Exchange

Apprehending cultural exchange from six perspectival axes (methods and format, objectives and outcomes, subjects, media, consciousness, and structure of the international community), to tracing the history of how the nature and significance of cultural exchange has changed as a result of structural changes in the international community.

### Week 3: The Concept of Cultural Exchange

Along with gaining a better understanding of the concepts of *culture* and *exchange* through the meanings of these terms, by rethinking cultural exchange through juxtaposition of a variety of perspectives, learning how cultural exchange can be a fundamental component of global cooperation.

### Week 4: Japonisme and World's Fairs in the Nineteenth Century

Learning about the function of the World's Fairs hosted by the Western nations in the mid-nineteenth century in conjunction with industrial development as well as the processes by which the cultural phenomenon of *Japonisme* (enthusiasm for Japan) that came into fashion in the West in the late nineteenth century came to be expanded through these World's Fairs, in order to understand how the World's Fairs of the nineteenth century constituted a frame for competing cultural influence.

### Week 5: Japan's International Context in the Meiji and Taishō Periods: Westernization and the "Yellow Peril"

While ascertaining the process by which Japan was gradually isolated by the international community as it rushed headlong into becoming a militarist state in the wake of the Sino-Japanese and Russo-Japanese Wars, we will learn about how the international situation in which Japan found itself from the late nineteenth into the early twentieth century transformed cultural exchanges with Japan as well as the lives of Japanese emigrants living overseas.

### Week 6: Foreign Relations and Cultural Exchange (1): The Modern Olympic Games

Turning to the modern Olympic Games, which were founded in the West at the end of the nineteenth century as a revival of the ancient Olympic Games once held in Ancient Greece, we will learn about how the modern Olympics initially advocated the necessity of integrating international goodwill with sports and art through schemes such as art competitions, Olympic anthems, and Olympic films.

### Week 7: Foreign Relations and Cultural Exchange (2): International Film Festivals

Through examples such as Hitler and Mussolini's use of international film festivals, the acclaim received by Japanese films at international film festivals, Japan's ratification of the UNESCO convention, and the conclusion of the San Francisco Peace Treaty, we will gain an understanding of the relationship between cultural diplomacy and postwar Japan's return to the international community, as well as the influence of films on foreign relations.

**Week 8: Film Screening: Rashōmon**

We will screen Kurosawa Akira's film *Rashōmon*, first released in Japan in 1950. The following year, the film was screened at the Venice International Film Festival, where Kurosawa was awarded the festival's highest honor, the Golden Lion (*Leone d'Oro*).

**Week 9: Foreign Relations and Cultural Exchange (3): The 1964 Tokyo Olympic Games**

We will learn about the history of the modern Olympic Games as seen from the perspective of politics and racial prejudice, about the trajectory of hardship from the mirage of the Tokyo Games planned for 1940 but ultimately cancelled to the hosting of the Tokyo Games in 1964, and about the success of the designers who took part in the 1964 Tokyo Games, gaining a better understanding that even sporting events such as the Olympic Games are not affairs brought into being by athletes and sports officials alone.

**Week 10: Foreign Relations and Cultural Exchange (4): Public Diplomacy**

Through practical examples, we will learn about the concept of a new form of diplomatic strategy that arose in the USA in the 1960s under the name of "public diplomacy" before spreading rapidly through other nations from the 1970s. This will ground our understanding of the relationship between cultural exchange and contemporary forms of diplomacy no longer adequately served by conventional modes in which responsibility for international relations is handled solely by diplomats.

**Week 11: Foreign Relations and Cultural Exchange (5): Soft Power**

After grasping the conceptual basis and practical examples of the diplomatic strategy of "soft power" first proposed in the USA in the 1990s and now attracting interest from many national governments, we will refine our understanding of the realities of the deployment of soft power as state policy by various countries in forms that differ from the concept as originally proposed, as well as the latent problems that remain.

**Week 12: International Cultural Exchange Agencies: Activities by the Japan Foundation**

In addition to learning about the establishment and activities of various international cultural exchange agencies that efficiently develop linguistic education and publicity and cultural projects to help foreign countries develop a better comprehension of their own country as well as to promote goodwill and mutual international understanding, we will deepen our understanding of the activities of Japan's own agency, the Japan Foundation.

**Week 13: Japanese Culture in Foreign Perspective (1): Japanese Studies Around the World**

We will survey the major themes of Japanese cultural discourse (e.g., *Nihonjinron*) discussed in a considerable number of publications around the world after the Second World War, learning about their trends and gaining an understanding of the features of Japanese culture astutely discovered by foreign observers.

**Week 14: Japanese Culture in Foreign Perspective (2): Cool Japan**

Through the concept of 'Cool Japan' first proposed by a foreign journalist in 2002, we will refine our understanding of characteristics of Japan's cultural dynamism that have drawn widespread attention as well as their international influence.

**Week 15: The Multicultural City**

We will learn about the advantages and disadvantages of the multicultural city, as well as about multicultural initiatives undertaken by countries around the world.

**Preparation and Follow-up**

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Preparation: Before each class, students should prepare by reading the relevant portions of the text and references (about 1 hour).

Follow-up: After each class, students should deepen their understanding of the class content through consulting the references, and then summarize any questions (about 1 hour).

Supplementary Learning for the Duration of the Course: Students should continuously gather information

about current affairs relating to the content of the course from sources such as newspapers, magazines, and online media for use when preparing the End of Term Report.