

What are the Ideals of Family?

~The Message of Full House Today~

Aya Shimizu

Abstract

People say that the American family has deteriorated. According to the statistics, more than 50 percent of married couples get divorced and the number of the single parent families is increasing in America. People also say that Japan is following in America's footsteps and will reach the same statistics in 10 years time. Does this mean that the Japanese family will be destroyed in the future? American TV drama *Full House*, which started in 1987, has been loved in many countries since it first aired in America. The Tanner Family overcomes the absence of a mother and the three men, as well as their three daughters, become closer and more loving to one another as the story progresses. What makes their family ties strong is not that they are related by blood and this is the biggest and eternal appeal across the globe of *Full House*. Both in America and Japan, family values and the family unit have been changing a lot. Now, there are more single parent families, gay couples and couples who adopt children. What is needed to create a good family? What are the ideals of family? It is the wisdom of the parents, the effort they put into raising their children, and the love that the members have for each other that creates a strong and stable family as the Tanner family demonstrates. In America, society has become kinder toward those who used to be discriminated against. It can be

said that the present situation in America can be one of the keys to imagine the future style of Japanese families. Now is the time to create a family in the image or way that we feel will make us and our loved ones the happiest.

Symbiosis between Nature and Human seen from the Film “Princess Mononoke”

Mikomi Takaki

Abstract

This paper explores the idea of the “symbiosis between nature and humans” by analyzing the film “Princess Mononoke”. The paper analyzed how the important characters are personified in the film. By analyzing what these characters symbolize, we explore the relationship between nature and human beings.

Chapter two examined the early portion of the film. In this chapter, I analyzed two things mainly. One is the reason why *Ashitaka* got a bruise from the *Tatari-Gami*. The other is what kind of lifeform can become *Tatari-Gami*. What caused *Ashitaka* to go on his journey are analyzed in this chapter. In chapter 3, many important characters were closely analyzed. First, I examined how *San* views herself, how things and people around her recognize *San*, and what *San* personified. Second, I examined *Eboshi* and analyzed her view of the relationship between human beings and nature and how she personified this view. Next character is *Moro*. I analyzed what she thought of *San* and what she symbolized. At last, I examined why *Jikobou* told *Ashitaka* about the forest of *Shishi-Gami* and what he personified. In chapter 4, the final portion of the film is discussed. I analyzed what *Shishi-Gami* symbolized and what the *Kodama* that appeared at the very end of the film expressed. So, this chapter shows

how the harmony between humans and nature was built. At last, I showed my conclusion that Hayao Miyazaki sent messages about the symbiosis between nature and human.

PARCO's Advertisement Strategy in the 1970's and 1980's

Ai Yamamoto

Abstract

There is not a day that we do not see and hear advertisements. We are always surrounded by a lot of advertisements and advertisements affect our daily lives, that is to say, we are manipulated by advertisements unconsciously. Why are we affected by advertisements and why are advertisements are not merely a medium for showing the function of merchandise. To consider the influence of advertisements on society, this paper examines the advertisement strategy of Shibuya PARCO in the 1970's and 1980's. The paper first explores the distinctiveness of their advertisement strategy. Next, the rhetorical strategies of the advertisements behind the campaign are examined. Moreover, by considering the state of the Japanese society when the advertisements were created, not only how society influenced advertisements' campaigns of PARCO but also how PARCO made use of the social situation is considered. This study reveals that the advertisements by PARCO were not merely product promotions but also an object itself to consume. Shibuya produced by PARCO became a space for visitors to express themselves and to distinguish their identity. The space full of advertisements functioned as the place to identify who they were for the young. PARCO produced a city that became a stage for the young through their advertisements. The fact that PARCO made the city full of advertisements resulted in the success of the advertisement strategy.

The Relationship between Love and Social Situation

Risa Yosozumi

Abstract

Since the start of the 21st century, some new words men and women have been created, for example, *so-shoku danshi*, and *ohitorisama*. With the spread of these words, the concept of manliness and womanliness have become unclear. However, in the 1980's, people thought it was important to be manly and womanly. It was general that the man would declare his love to the woman and she would quit her job and stay at home as a housewife after marriage. I'm interested in these big changes in the past twenty years and so we will examine the causes of these changes. To show how "love" works in each time period, this paper will use TV dramas as a resource. The reason for the choice of TV dramas is that they reflect and occasionally control social conditions. The research showed that there were some differences in the style of "love" in each age. The feature of TV dramas in the 1980s was that women who were modest and good at doing housework were popular with men, women making a move on a man was considered abnormal. On the other hand, in the 2000s women work as hard as men, and there is no defined male or female role. One of the big reasons why these changes have occurred is the change of the social situation. In the 1980's, Japan was in the height of their bubble economy, so people had plenty of money and inner reserves, while in the 2000s, Japan's

economy deteriorated, so people wanted peace of mind. Moreover the number of working women has increased in the 2000s from the 1980s and so the gap between the sexes has narrowed. Because of these changes, people have come to behave freely without any concept of manliness and womanliness.

A Relationship Between China and the U.S. in Media

Coverage

Yoko Ishida

Abstract

In my thesis, I would like to talk about the relationship between China and the U.S. on several issues, such as the Google issue, and *renminbi* appreciation. I would like to examine these topics by comparing articles from the New York Times, Asahi Newspaper, and the Times. I would like to think about those topics and what is going to happen to relationships between the U.S. and China in the future. Through this examination, I would like to explore the China's position in the world.

The paper will also examine issues of Chinese nationality through the perspective of Chinese diplomacy. I will also include a personal anecdote about my experiences in the U.K. with Chinese students and my feelings towards them and their nature.

In conclusion, I would like to talk about the future of China and what we can learn from the Chinese as a nation and from their diplomatic tactics. By also examining the differences between the Chinese and Japanese, I hope to help Japanese citizens gain the knowledge and perspective needed to create a good relationship with China and with other nations.

Visual Rhetoric of *Non-no* and Men's *Non-no*

Investigating the cover pages of *Non-no* and Men's *Non-no* with Descriptive Analysis

Koki Noda

Abstract

The thesis of this essay is investigating the cover pages of *Non-no* and *Men's Non-no*. Both of the magazines have been popular for a long time and have built solid status in the field of fashion magazines today. Because *Men's Non-no* came to be published as a men's version of the original *Non-no*, investigating these cover pages will be interesting. This paper first explains the definition of the words used to analyze those visual materials and after that, investigate those materials into factors constituting the rhetoric actions. Generally speaking, seven factors were found in the visual rhetoric. Because these factors are not independent and have a close relationship with each other, the direction they indicate is basically the same, and the discovery of this through an objective perspective is crucial. To specify those factors, focusing on more intricate parts was effective. By dissecting the data and comparing the two magazines, I consider the relationship between the two sources of visual material. The initial perception of the images will change dramatically through this analysis. After this examination, I will examine the future possibilities for

further analysis.

The Truth behind the Whaling Conflict

Minae Nomoto

Abstract

Whaling is one of the most controversial issues in the world. At the meeting of the International Whaling Association, the gap between pro-whaling and anti-whaling countries seemed to be very large, and it is always hard to reach a compromise. Japan especially retains its strong pro-whaling attitude and insists on the justification of scientific whaling and the importance of protecting whaling as a part of Japanese culture even though it is criticized by lots of countries and can result in a decrease in its diplomatic reputation. And Australia, a country usually friendly with Japan is strongly opposed to Japanese whaling and insists on the humane protection and seems to be in support of Sea Shepherd despite the violate actions the group takes. The extreme attitudes of both countries seem strange. Whaling is regarded as an ecological issue outside of Japan and within Japan, a cultural issue. However, I believe it is neither and that it is rather a political issue and this makes the gap harder to resolve. The paper asks the question, "Why is there a dispute toward scientific whaling between Japan and Australia?" and examines the facts behind whaling and the information distribution in regards to whaling from a political and diplomatic point of view.

The Influence of Michael Jackson on the World with His Lifetime of Music

Minori Oka

Abstract

The purpose of this thesis is to figure out the influence of Michael Jackson on the world with his music during his entire life. On June 25th, 2009, Michael Jackson's sudden death sent shockwaves throughout the entire world and fans from all over the world mourned the loss of a great artist. I became interested in Michael Jackson and his influence on the world because so many people including those who were not his fans while he was alive became interested in him. In the introduction, the paper will examine Michael's life and discuss his childhood, growing up as part of the Jackson family. The second chapter will talk about the influence of Michael Jackson on American music history, especially focusing on his major masterpieces and music videos. The third chapter discusses the connection between Michael's music and racism, primarily his work against racism. In the fourth chapter, his contributions to charities, with music and his earnings, will be discussed. In the final chapter, the impact of Michael, his music, his life, and his death will be examined, incorporating the opinions of those who became interested in his music and life after his death. This paper hopes to illuminate Michael's influence through his music.

The Study of All Nippon Airways

ANA's Effective Branding Strategy by Corporate Logotype

Mai Hattori

Abstract

The airline industry has long been influenced by its environment. Airline companies must deal with quick changes to compete with other carriers. Branding strategy is one of the most effective ways to raise brand image and develop a company. The Japanese airline company, All Nippon Airways, ANA, has been trying to promote its company using this strategy. It was a big turning point for ANA to become a Star alliance member in 1999. The target market of ANA changed from the Japanese to the foreign market after joining the alliance. In addition to this, 9.11 in 2001 and the integration of JAL and JAS in 2002 threatened ANA's corporate finance. To overcome the situation, ANA announced a new commitment and corporate logotype that sent two messages, "ANA's identity" and "customer oriented service" in 2002. In 2010, the situation of the airline industry dramatically changed. Due to the expansion of the arrival and departure limit and the Open Sky policy, foreign carries including low cost carriers started operations in Japan. Further, ANA expanded its own business scene and started international flight services that departed, not only from Japan, but from foreign countries to other foreign countries. ANA must compete with other international companies more and more. Raising recognition and bringing

up an ability to compete in the world is an important goal for ANA in the future.

ANA should renew their commitment and corporate logotype which is understandable, friendly and reliable to both the Japanese and foreign market.

Analyzing Public Relations Strategies by Japanese Local Governments

Miho Kato

Abstract

The recent publicity in regards to the use of the original characters, “yuru-chara” in Japanese local governments has been big news in the media. Before using the original characters, many local governments used celebrities for publicity. Following the example of the publicity strategies of private enterprises, public ones began to adopt characters to use in their advertisement campaigns. In the early part of the 21st century, a new publicity trend using the characters, “yuru-chara”, appeared in Japan. To consider the best publicity techniques for local governments, this paper will analyze two “yuru-chara”- “Hikonyan” in Hikone city and “Sento-kun” in Nara prefectures by using some elements of the descriptive analysis advocated by Campbell. The paper will also explore how the use of “yuru-chara” has been successful in the advertising campaigns for local governments. It will also examine the public’s reaction to these “yuru-chara”. Both “Hikonyan” and “Sento-kun” have often appeared in negative news because of the discord among the creators of “Hikonyan” and the strange looks of “Sento-kun”. Despite the initial negative press, both of these characters became popular, changing the negative to positive.

Discrimination in Disney's *Mulan*

Moe Kato

Abstract

Mulan, a Disney animation produced in 1998, takes up racial and gender issues. The film was admired because it played an important role in taking steps forward for these issues. Mulan had the potential to be a new type of Disney animation. Its director used Asian characters for the first time-prior to that, the majority of characters in the films were Caucasians. Also, the main character, Mulan, the heroine in the film, differs from Disney's classic princesses such as Snow White, Aurora, and Cinderella, in her physical features and personality. The story of Mulan also differs from the typical princess story. Through Mulan, Disney seems to have removed the issues of gender and race from their animation, something that their princess stories have been criticized for a long time. However, this is just a superficial examination of the situation and the relationship between Mulan and those issues of discrimination. The animation is still discriminatory because the dominant power in the film is Caucasian men and its consequences affect audiences all over the world. People unconsciously get biased thoughts or ideas, and the film allows the audience to think of behave in a way that follows its discriminative concepts. Therefore, Mulan still has issues of discrimination and still marginalizes minority groups, in this case, women and Asians. In this thesis, gender discrimination in Mulan is focused on, rather than

the issue of race. In the first part, female discrimination in Disney animations, particularly the depiction of princesses is discussed. Next, how Mulan is innovative and at the same time exclusive of women is discussed.

The Effectiveness of Dialects Seen from Gekidan Shiki's Musical, Lion King

Yuka Kawaguchi

Abstract

The number of performances of Gekidan Shiki's musical, the Lion King, reached 7,000 on November 28th, 2010. This was placed as the fastest record of achieving this number in the history of Japanese theater. The biggest characteristic of this performance is that Gekidan Shiki incorporated local dialects such as the Edo, Nagoya, Fukuoka, and Osaka dialect in to the performances. This paper will examine the reasons behind the choice of using local dialects in only the Lion King through examining the background history of Gekidan Shiki, comparing the Gekidan Shiki's version of the Lion King with the Broadway version, looking at the transfiguration and diversity of dialects and the philosophy of the theater to draw more audiences. This study reveals three turning points that led to the success of Gekidan Shiki. The performance of Ondine succeeded in a record long-run showing. The success of Cats set off the establishment of regional theaters. This is where the idea of using different dialects came from. Also, the Disney spirit of finding out the best way to perform in each country or region of culture had influence on the performances of Gekidan Shiki. Gekidan Shiki makes effective uses of the function of dialects to create the best performances for the audiences. The study concludes that the

use of dialects brings a different atmosphere to each performance and this attracts more people to the performances by creating a sense of connection and belonging between the audience and the actors.

The Possibility of Art Management in the Future of the

World:

The Review of Quebec's Cultural Policies

Nagisa Kawakami

Abstract

In 2000, Group of Eight announced a declaration of cultural diversity in the annual summit meeting for the first time. It showed that we face the limitation of economical development. We must now change our focus and goal. We have sought materialistic prosperity, but now we should focus on mental satisfaction. Nowadays, living in conformity due to globalization, cultural diversity has become more desirable and strongly advocated around the world. Throughout this world, the standardization of the way we live has been advancing. After 9.11, some people struggled hard to survive under harsh situations, others lost hope for the future. To lead those people to a bright future, art management, which is a way to connect society and the arts has drawn attention from around the world. We cannot live without arts, and they are essential for all people to live a rich cultural life. Now, Quebec is becoming popular in the arts field recently for their unique historical art identity. They are well known as a success case of cultural policies. This article attempts to provide an overview of Quebec's arts field, show how art management plays a

role in society, and think about the possibility of art management in the future of this world. It is time to think together about what happiness is for all the people in the world and to go back to the origin of what is happiness.

The Differences of Environmental Policies between Japan and China

Hiroto Kimata

Abstract

The purpose of this study is a comparative analysis of the environmental policies of the Japanese and Chinese government. Global warming drew attention from all over the world since the establishment of Intergovernmental Panel on Climate Change. Japan and China have provided national policies for environmental protection but they are different from three points. The first is industrialization. Industrialization causes a rise in the global temperature. This is the effect of urbanization and Japanese environmental policies focused on this problem and reduction of the amount of carbon dioxide emitted. On the other hand, China has issues with pollution through exploitation. So, Chinese policies focus on this issue. The second is energy resources but these are limited. Environmental problems become cross-border and global, and the energy problem which Japan and China have are different. The final issue is international regulation. In the process of the establishment of an international standard, developed countries became heavily involved in the environmental problems out of national interest. The Japanese and Chinese environmental policies are different due to this point. From the "Climate gate" that leaks forgery of the data shows global warming has caused artificially increasing carbon

dioxide, there is no relation between global warming and the rise of temperature.

Therefore, in conclusion, Japanese policies seem to have failed and the Chinese seem to have succeeded to embark a given national vision and action program.

An Analysis of the Popularity of Korean Dramas

Yuka Maemura

Abstract

Though popularity of Korean Dramas hit Japan relatively late, Japan has quickly become the largest market for Korean stars. In 2010, news related to the “Korean popularity wave” shocked Japan. The news was that Korean TV dramas have begun to be broadcasted during prime time in Japan. The cause of this great surprise was that up until this time, there had never been a foreign TV series broadcasted during prime time. The TV drama that pioneered this trend was "Iris". Why was the broadcasting of "Iris" exceptional? This paper aims to find the reason why this “Korean Wave” has been accepted in Japan through focusing on the accomplishment of IRIS. Many sociologists and journalists have focused on and examined this Korean Wave phenomenon. We will examine these studies and opinions and then consider the future of the popularity of Korean popular culture. In South Korea, IRIS drew attention through casting great Korean stars and shooting the drama in a foreign location. The TV drama achieved a high rating in Korea. However, despite being aired during prime time in Japan, the drama was not popular, in essence, it failed. This result shows that the Korean wave has not taken root in Japan deeply yet. The paper concludes the reason why IRIS succeeded in getting the prime time slot was due to the past successes of Korean dramas. The drama "Winter Sonata"

was an immense hit in Japan, a truly historic event. Though the popularity of Korean dramas have continued with ups and downs, drama power has fallen into a decline. What is the future of Korean dramas in Japan? What is the next wave?

A Study of Communication through Twitter

Reina Noda

Abstract

Micro-blogging is a new type communication through which users can describe their latest updates in short posts given out by instant messages, cell phones, email or the Web. Twitter, which was founded in the United States in October, 2006, is now the most well-known micro-blogging tool all over the world. It has become widely popular and users are growing quickly in Japan. The object of this study is to investigate the characteristics of Twitter and to discover in what way Twitter attracts people. The functions of Twitter help users to enjoy sharing information on an instant network with others efficiently. Basically, users only have to write short updates, within 140 characters, called "Tweets". To connect with other users and have conversations with them is also easy. Every user has a chance to link to other users. This paper also provides a case study of Ayumi Hamasaki, one of Japan's most famous singers, and how she began to post her recent state on Twitter. Twitter allowed normal people to chat with people such as Ayumi Hamasaki even if she is a famous person and allowed them to connect with her at the same level. Twitter has succeeded as a powerful new way of communication that never existed before. It creates in users a new interest in communication and thus makes itself attractive to a wide range of users. The thing what Twitter brings to our life is that new method of

communication- the ability to share and enjoy information in real time.