

# "The Strength of Airlines in the U.S.: The United Airline"

Mikako Watanabe

2007FB216

## Abstract

The thesis will discuss the reasons that the airline companies in the United States have been always in a high rank even though its industry easily gets big economical damage from terrorism, wars, oil price down and any other problem with its environment. For this answer, this thesis will focus on United Airlines, which was one of the biggest airlines in the world and once experienced "Chapter 11" bankruptcy, however recovered its status later. Its bankruptcy was mainly because of September 11<sup>th</sup>, 2001. The successful history that the United made before bankruptcy and the measures it took in order to maintain its power to be on top will be mentioned. Furthermore, by examining the comparison with European major airlines, this thesis will explore the key factors why the American ones could keep their strength.

Doi Moi Reform:  
Bottom-up Approach in Economic Revitalization

Hikari Gotoh

2007FB241

Abstract

363 conflicts have occurred around the world, including 6 armed conflicts in 2010, and massive numbers of people were injured badly and killed. Even if the conflicts are over, about 50 % of the countries return to the conflict situation again in the first 5 years of peace. The economic reconstruction is an important key to sustain peace, and develop people's lives after conflict. The Doi Moi program in Vietnam is a good example of an economic reconstruction policy which was dominated by local actors. Vietnam economy was utterly destroyed. Many people died and evacuated from their country after the war, however, Vietnam became one of the fastest growing economies in the world, averaging around 8% annual gross domestic product growth from 1990 to 1997 and 6.5% from 1998 to 2003. It would be pivotal for us to think about the conflict reconstruction that focuses on the local actors in the future peace building action.

# "How Did New York Public Library Develop as a Non Profit Organization?"

Arisa Ibayashi

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## Abstract

New York Public Library proudly proclaims that it is the largest non-profit library and the second biggest library in America. Although NYPL has the word "public" in its name, it was established not by New York City's undertakings, but through the actions of the citizens. This thesis explores the factors which built and developed this library.

The causes for the NYPL's growth are divided into three types, historic context, fund management and cosmopolitanism. Section 1 shows the events which created the foundations for the library before NYPL was established. They wanted to prove that their culture matured enough to match Europe and NYC was the central city of United States. Section 2 explores NYPL's fund management. As a non-profit library, the method of getting money is important. This is categorized into two types, donations from philanthropists and the library's strategy to gain public interest in donating to the library. Section 3 surveys NYPL's policy of "cosmopolitanism." This word shows the way NYPL collects materials and offers services there. Cosmopolitanism means that it collects anything in any language, from anywhere and in any genre.

Throughout this thesis, the importance of the New York Public Library and the process how it was created are seen. Exploring this library may give Japanese people hints to recognize and improve the situation around libraries in our own country.

# Has No Child Left Behind?

Satohiro Isogai

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## Abstract

The United States has struggled to raise the academic ability of students. The federal government set forth the No Child Left Behind Act which was aimed to improve the academic achievement of students in low-performing schools around the country and strove to have every student's achievement level raised to a proficient level, as defined by each state, by 2013-2014 school year. To achieve the goals, the federal government set strong accountability for results to the states, school districts and parents, and made states measure the students' progress by testing mathematics, reading and science. The federal government evaluated the results of scores and gave rewards and penalties to the schools. The federal government has expanded its role in education despite the federal government's limited power in education. The test scores of students have improved after the NCLB was enacted. However, NCLB changed education to be based on test scores and put great pressure and stress on teachers. The data of the test scores was doubtful whether it was available. The federal government made states conduct NCLB without expending enough money. Some states refused to introduce NCLB and continued states' policies. In such a situation, it was difficult to evaluate the effectiveness of NCLB. Furthermore, it seemed that NCLB had another purpose such as military recruiting. To evaluate the effectiveness of the federal law, it would be necessary to change the system to be able to set common standards by the federal government.

# How Did Japanese Americans Achieve Redress?

Hitomi Kondo

2007FB098

## Abstract

Throughout world history, there has been discrimination and prejudice based on race, ethnicity, or color of skin. Many people have suffered as a result of these issues and sought solutions. Japanese Americans experienced cruelty when they were evacuated and interned during World War II, because of their Japanese ancestry. More than 40 years later, Japanese Americans succeeded in obtaining redress by establishing the Civil Liberties Act of 1988. It means that they made the government admit its own mistake in wartime and apologize. My question is how Japanese Americans achieved redress and what obstacles they overcame to do so. To answer this question, this thesis focuses on the Commission Wartime Relocation and Internment of Civilians and Japanese American Congress members. They played a significant role in the process of redress legislation. It is important to study this topic not only because it is useful to understand U.S. society and politics, but also because it provides the landscape that minority groups are able to convey their demands to the government. Furthermore, it can prevent the United States or even other countries from repeating similar tragedies as Japanese Americans.

# What Revolutionized the Health Care Reform of Massachusetts?

Ayumi Udaka

2008FB186

## Abstract

What revolutionized the health care reform of Massachusetts? In the United States, it is not common for a state to achieve universal health care. It is obvious when you see current arguments to repeal the universal health care law passed in April 2011 by Barack Obama. There were already some actions to get universal health care established by previous Governors of Massachusetts. Pressure from the federal government to take away money for medical treatment in Massachusetts drove the state government to reform the health care system. Insurance companies and consumer advocacy groups also joined the movement. Companies and the consumer advocacy groups accelerated the reform by asserting their opinions and putting pressure on the Governor and the legislation. This study explains how Massachusetts overcame the resistance against universal health care in the United States.

# UNIQLO'S Strategy and Growth in the 21th Century:

## Taking Hold of Success

Mayuka Hattori

2008FB029

### Abstract

Annual spending for apparel retailers among Japanese and the United States citizens has declined since the economic crisis. More people are becoming tight with their money. In these circumstances, Uniqlo, a Japanese apparel retailer, is outrunning other apparel retailers in Japan. From 2007, Uniqlo continues to stay in the top sales ranks for 5years. In addition, it has opened its second and third store in New York in October 2011, and is considered one of the most successful companies in growing overseas as well. While apparel retailers in the world are having difficulty growing in developed countries, what makes Uniqlo so energetic and successful? By focusing on their branding improvements, there will be a glimpse of the reason for their success among global competition.

# Media Made Little Difference between McCain and Obama in the Presidential Election of 2008

Chihiro Kasai

2008FB067

## Abstract

According to the CNN Election Center's research, Obama acquired 365 electors' votes to 173 McCain's in the presidential election of 2008. However, Obama's share of the votes in the popular vote was 52.7% to McCain's 45.9 %. Obama won by a small difference in the number of popular votes. It was surprising that McCain was defeated only by a small margin because many media assumed that Obama was superior since he was especially innovative in the media strategy. I wondered why McCain was able to fight evenly.

I guess the cause of the small margin can be discovered from the media strategy of Obama and McCain. Therefore, this paper analyzes their media strategy and media bias. About new media strategy, McCain had been following Obama's new media strategy, but thanks to the advertisement strategy that became a hot topic in the media, McCain was able to fight against Obama equally. However, media's report produced partial information. Such various factors were piled up and the little differences were produced.

Through this paper, it can be said that media strategy is very influential in political elections. This paper is a good method in order to understand U.S. elections more.



Observation of Government Project:  
The Federal Theatre Project (1935-1939)

Shoko Aoki

2007FB005

Abstract

Now we are facing a big financial crisis. On the front page of newspapers, I often found financial issues. TV news also shows mostly broadcasts with depressing economic news. While thinking about the present world economic situation, I searched about the great economic crash in 1929 which considered worst crisis ever due to following 12-year (or more) Great Depression. Then I found the Federal Theatre Project (FTP). The FTP was one of the arts projects of the New Deal under the Roosevelt's administration. What surprised me was that the Government funded and ran art projects during such a terrible economic time. This thesis overviews the FTP and its head, Hallie Flanagan, and explores five successful projects. This thesis also examines a difficulty of the Government project. Exploration of the FTP enables us to not only improve understanding of the Government programs in the U.S. but also potential of art projects which were sponsored by the government. I hope that this thesis can give a hint to break away from the present difficult situation.

# Political Practice of Interest Groups: How Have Interest Groups Reacted to President Obama's Green New Deal?

Yumi Kato

2008FB074

## Abstract

Interest groups often pursue their own resources and objectives. They seem to be active in transforming ideas into political action for a long time. Although their original aims are different, they are working together for the U.S. with Obama's Green New Deal that deals with controversial issues, environment and economy. President Barack Obama attempts to protect the environment with development of a clean-energy economy and job creation. This paper seeks to examine Obama's Green New Deal through the perspectives of different interest groups; one mainly deals with environmental issues and the other deals with job issues, to show the merits of the Green New Deal. Obama's Green New Deal gives us an opportunity to think about protection of the environment with development of the economy. How does transition to new energy change our life and society? How can we make a sustainable society?

# Dixie Chicks Controversy:

## How is Country Music Connected to American Conservative

Ryo Murata

2008FB110

### Abstract

In many countries, music is just the entertainment and it has no relation with politics. What do you feel if your favorite CD was created by someone because of political reasons?

In 2003, Natalie Maines who is the vocalist of Dixie Chicks criticized George W. Bush for his approach to fighting terrorism in public. After that, Dixie Chicks bashing began and their songs were removed from the playlist of a huge range of American radio stations. Dixie Chicks are not a punk but country group. That is the biggest reason why a lot of American people got angry with the Dixie Chicks. In the background of problems, there are some big groups which are running the country. For example, American radio stations and conservative groups including the government are connected deeply through Clear Channel which is a American media company. By searching American historic entertainment culture, the relationship between the conservative group, media and government becomes clear.

# Why Mississippi Continues to Record No.1

## Obesity State for 7 Years?

Eri Kondo

2008FB218

### Abstract

American society has not changed for 26 years. What kind of policy has the US had for obesity? Why are these mostly ineffective? Particularly, this thesis focuses on Mississippi, which has been recorded as No.1 obese state in America for 7 consecutive years. Why has this record continued? This thesis points out three factors.

The first is the economic depression and poverty. I suggested that the biggest reasons may be American low prices. The second is the lack of education about eating. I expect that people do not know how to control their weight because there is no or very little education about food or eating customs. The third is weak policies by the federal and state governments. They do not pay sufficient attention to the obesity problem.

The obesity problem is not only an American problem; Japan also has the same problem these days. Learning from American society, therefore, Japan can also fight to ward off obesity. We must stop Americanizing the Japanese lifestyle such as eating too much fast food which leads to rapid weight gain.

# Why Did JFK Decide to Go to the Moon?

Hiroshi Ono

2008FB136

## Abstract

What was the purpose of space development for John F. Kennedy? Walter A. McDougall, a professor of History, seeks Kennedy's purpose for space development during the Cold War.

This paper will generally follow McDougall's theory and explore it further. Specifically, this paper will focus on the fact that Kennedy did not consistently insist on positive space development during the presidential election and the tenure of the Presidency.

This paper hopes to give an insight to understand the American presidency. Through the exploration into Kennedy's attitudes toward U.S. space development, one can understand the nuanced relationship between the personal interests of the American presidents and their policies.

# The Future of Energy: Why Did Obama Start Smart Grid Policy?

Tomoko Sasaki

2008FB146

## Abstract

In the United States, President Barack Obama tries to solve many energy problems by, what we call the Green New Deal policy. Smart Grid is one of the key policies. My question is: Why did Obama start the Smart Grid policy? The answer is that Smart Grid is suitable for present the situation in America. It can strengthen electronic supply and decrease blackout. It gives consumers information about electric rate and tells them the way to save money with saving energy. By popularizing natural energy and PHEV, Smart Grid is essential for American society. In addition, Obama tries to make America cover the energy by itself and get over economic crisis. In Japan, Fukushima nuclear power plant has spread the message all over the world of the danger of nuclear energy. After the tragic accident, people regard it as something they want to use as little as possible. It is time for the countries that rely on nuclear power, including Japan, to seek safe energy supplies and promote the efficiency of energy. I chose the theme because Smart Grid may become one of the solutions of this situation.