

Cultural Power Asia:

Producing Culture, Building Identities

In recent years, East Asian countries have emerged as a major cultural force, from „J-cool products“ over Korean soap operas to China's efforts at establishing a global cultural presence through its Confucius Institutes. One reason for the emergence of East Asian cultural power is the success of Asia's creative industries in international markets. However, Asia's cultural success is also closely linked to deliberate efforts of East Asian governments at promoting their cultural power. The conference will address the following issues: The dynamic production of culture in an immaterial and material sense; the use of cultural force for domestic and international politics, and finally the impact of East Asian popular culture in Europe.

„Cultural Power Asia: Producing Culture, Building Identities“ will be the inaugural conference of the Interdisciplinary Centre for East Asian Studies at Frankfurt University.

Information & registration:

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With support from:



Interdisciplinary Centre for East Asian Studies

The Interdisciplinary Centre for East Asian Studies at Frankfurt University is an academic institution aimed at strengthening research about modern East Asia while at the same time striving to enhance the practical orientation of academic education about the region. A strong focus on contemporary East Asia, an interdisciplinary approach and internationalization lie at the heart of the centre's philosophy.

Within the university, the centre serves as an umbrella organization that aims at coordinating the programs of a variety of disciplines. As such, the centre can draw on expertise in the fields of regional and cultural studies, such as Japanese studies, Chinese Studies and South East Asian studies, but also on expertise in the fields of social sciences (through institutes such as Institut für Sozialforschung and Sigmund Freud Institut) and law.

Currently, the Centre is home to 7 Asia-related chairs, with an additional two projected to be created within the next year. They include not only the traditional fields associated with regional studies such as culture and language studies, but also social sciences, law and economics. With a total of nine East Asia-related chairs, Frankfurt University will be at the forefront of German East Asian studies within a few years' time. To date, there are around 700 students enrolled in Asian studies, with about 300 students of Chinese and Japanese studies each, and another 100 students enrolled in Southeast Asian Studies and Korean Studies with a focus on Empirical Linguistics.



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Interdisciplinary Perspectives on Asia's Emerging Cultural Power

International Conference

13-15 November 2008

Casino 1.801, Campus Westend, Grüneburgplatz 1

Goethe University

Frankfurt am Main, Germany



Conference Program

13 November 2008

18:00 Opening Ceremony / Cultural Program / Reception

14 November 2008

9:00-9:20 Greetings and Acknowledgement of Prize-Winning Papers
Dorothea Wippermann

9:20-10:00 Introduction: "The Concept of Cultural Power"
Iwo Amelung, Christian Steineck, Cornelia Storz, IZO

PART I: The *Production* of Culture

10:00-11:15 **Section 1: Cultural Power and Mortal Questions: Negotiating Bioethics in Asia**
(moderated by Christian Steineck)

Masahiro Morioka (Osaka Prefectural University):
"Bioethics in the Japanese Context: Its Past and Future"

Ole Döring (GIGA, Hamburg):
"Bioethical Governance as Key to China's Culture"

Jens Schlieter (Bern University, Switzerland):
"Cultural Issues in Bioethics in Thailand"

11:15-11:45 *Coffee Break*

11:45-13:00 **Section 2: Cultural Power and Creative Industries: A J-Model of Digital Contents Production?**
(moderated by Cornelia Storz and Moritz Bälz)

Jennifer Johns (University of Liverpool):
"Video Games Production Networks: Value Capture, Power Relations and Embeddedness"

Junghoon Kim (Keio University, Tokyo, Japan):
"Understanding Japanese Cool: An Industrial Perspective"

Souichiro Kozuka (Sophia University, Tokyo, Japan):
"The Regulatory Framework of the Digital Content Industry in Japan"

Discussant: **Peter Ganea** (Max Planck Institute for Intellectual Property, Competition and Tax Law, München, Germany)

13:00-14:30 *Lunch*

PART II: The *Use* of Culture

14:30-15:45 **Section 3: Cultural Power – External and Internal Perspectives**
(moderated by Iwo Amelung)

Allen R. Carlson (Cornell University):
"The (In)coherence of Chinese Soft Power: A Consideration of the Fluidity of National Identity and Nationalism in Contemporary Chinese Foreign Relations"

Chu Shulong (Qinghua-University, Peking):
"Cultural and Soft Power of China in the Early 21st Century"

Gunter Schubert (Tübingen University):
"The Limits of China's Soft Power"

15:45-16:15 *Coffee Break*

16:15-17:30 **Section 4: Asian Languages and Competing Cultural Powers in Asia and the World**
(moderated by Dorothea Wippermann and Bernd Nothofer)

James T. Collins (Northern Illinois University):
"The Concept of the 'Malay World' (Dunia Melayu) as a Tool in the Formation and Propagation of a Larger Entity within ASEAN"

Chen Ping (The University of Queensland, Australia):
"Aspects of Chinese Language Policy and China's 'Peaceful Rise'"

Gloria Poedjosoedarmo (Nanyang Technological University, Singapore):
"Language Shift in Singapore and Indonesia: The Victors and the Casualties"

15 November 2008

10:00-12:00 Young Scholars Panel:

Young Scholars Panel 1: Japan (Room 1.801)
(moderated by Cosima Wagner and Sebastian Schäfer)

(Prize-Winning Paper) Kristin Surak (University of California, Los Angeles):
"Using Culture For Nation-Work: Making Tea, Making Japanese"

(Prize-Winning Paper) Harald Fuess (Sheffield University):
"Japanese Beer Imperialism"

Michiko Uike (Albert-Ludwigs-University Freiburg):
"Staging Europe in Gaikoku Mura: Reflections of 'Self' and 'Other' in Japanese Theme Parks"

Silke Bromann (Philipps-University Marburg):
"The Role of 'Samurai Ethics' in Today's Japanese Management Education"

Young Scholars Panel 2: China (Room 1.802)
(moderated by Mirjam Tröster)

(Prize-Winning Paper) Alexander Huang (Pennsylvania State University):
"Cultural Power of an Alternative Shanghai: Suzhou River and Dystopian Locality"

(Prize-Winning Paper) Susanne Rühle (Goethe University Frankfurt):
"A different Capitalism? Guanxi-Capitalism and the Importance of Family in Modern China"

Christoph Steinhardt (Chinese University of Hong Kong):
"Trusting Citizens in a Non-Trusting Culture? A Probe into the Mysterious Appearance of Generalized Trust in Chinese Societies"

12:00-13:30 *Lunch*

PART III: The *Impact* of Culture

13:30-14:45 **Section 5: The Impact of Culture: Japanese Culture in Europe and Asia**
(moderated by Lisette Gebhardt and Cosima Wagner)

Hyung Gu Lynn (University of British Columbia/Vancouver):
"Narcissus at the Pool? Desiring 'Cool Japan'"

Bernd Dolle-Weinkauff (Goethe University Frankfurt):
"The Impact of Manga-Lecture on German Youth – Results of a Survey"

Jean-Marie Bouissou (Centre d'Etudes et de Recherches Internationales, CERI, Paris):
"Popular Culture As A Tool For Japanese 'Soft Power': Myth Or Reality? The Case Of Manga In Four European Countries"

Discussant: **Susan Napier** (Tufts University, USA)

14:45-15:30 *Concluding Remarks*

