

2010 Spring Semester

**Japanese Studies Course B-S**

Douglas K. Wilkerson

**Anime and Contemporary Japanese Culture**

Course Synopsis (Principal Themes)

The variety of themes treated in Japanese animation (anime) is unparalleled in any other culture. This course will take a look at contemporary culture as expressed in and created by anime. Classes will include lectures on contemporary Japan, viewings of important films, and class discussion.

- |   |                                       |    |                                |
|---|---------------------------------------|----|--------------------------------|
| 1 | Guidance on Course Registration       | 9  | <i>Neon Genesis Evangelion</i> |
| 2 | Introduction                          | 10 | Creating the Future            |
| 3 | <i>Spirited Away</i>                  | 11 | <i>Ghost in the Shell</i>      |
| 4 | Creating Alternate Realities          | 12 | Creating the Self              |
| 5 | <i>Princess Mononoke</i>              | 13 | <i>Sailor Moon, Astro Boy</i>  |
| 6 | Revising History, Creating the Nation | 14 | Japanese Self in the World     |
| 7 | <i>Perfect Blue</i>                   | 15 | Final Projects                 |
| 8 | Idols, Fans, <i>Otaku</i>             |    |                                |

Evaluation

Grades will be based on attendance and participation in class discussions, a class project (joint projects encouraged), and performance on in-class thought papers.

Set Texts and References

Class Handouts

2010 Spring Semester

## Japanese Studies Course E-S

Kunihiko Mike Masaki

### **Developing Cars in Detroit by the Toyota Way**

#### Course Synopsis (Principal Themes)

In 1991, I was assigned to run the Toyota Technical Center in the US and developed the Camry, which became the best seller in the world. Through this activity, I will discuss how the Toyota Way was incorporated and how A3 Thinking, which is the foundation of the Toyota Culture, was transplanted to the TTC. When I left TTC in 2000, Toyota was expanding to add the Tundra, a large pickup truck, but in 2008, a severe recession suddenly hit the world economy and heavily damaged the auto industry.

In the Fall Semester, I will discuss how Toyota and its suppliers in the Tokai district are struggling to find ideas to break through the current slow economic situation. Also, the paradigm shift, or avenue to the EV country, which abruptly became controversial this year, will be discussed.

Key activities and words are as follows:

1. Outline of this course and overview of the auto industry
2. Tour of the Toyota Kaikan as well as one of the Toyota plants
3. Blueprint building: Toyota US Headquarters and burst of the Bubble Economy in Japan
4. Big Three and their business style in Detroit
5. Expansion of TTC and implementation of the Toyota Way
6. Customer-oriented way of product development and C/E's function
7. Camry project and its presentation at the SAE Detroit Section Meeting
8. Presence of TTC in the US and relationship with Toyota HQs in Japan
9. Toyota Production System at NUMMI and Toyota Kentucky Plant
10. What the A3 is, and background of A3 Thinking
11. Significance of A3 Thinking and the mentor system of Toyota
12. Practice to draft and polish the A3

#### Evaluation

Students will be expected to actively participate in discussion and Q&A.

#### Set Texts and References

The Toyota Way written by Jeff Liker

Managing to Learn written by John Shook

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## **Japanese Studies Course F-S**

Kunihiko Harada

### **Japanese Pop Culture through Media: Focus on Commercials and "Uncommercials" (Theme II)**

#### Course Synopsis (Principal Themes)

How does the media construct images of Japan in the eyes of non-Japanese? And how do these images change once they spend some time in Japan? This class will focus on both Japanese and foreign commercials and public service announcements ("uncommercials") on TV and the Internet. Building on Japanese Pop Culture through Media (Theme I), and working together with native-speakers of Japanese, students will have a chance to contrast Japanese and foreign treatments of the topics below. Students will also examine what the "authors" are trying to convey and what to conceal, and whether or not a different target culture would require a different treatment. The focus of the class will also shift away from mere critical analysis toward the creation of culturally effective media messages by the students.

As a project students will be required to make their own videos. Those will be published on the web for fun and further discussion in class. The process of creating is as important as the final product. Computer skills are not required but will be taught on individual basis. Classes will be taught bilingually in English and Japanese with encouragement to use students' target language.

#### Sample topics:

1. Animals
2. War and Conflict
3. Humor
4. Money and Finance
5. Environment
6. Disability

#### Evaluation

- Attendance 30%
- Class participation and a quiz 30%
- Final project 40%

#### Set Texts and References

- Web sites and handouts

2010 Spring Semester

**Japanese Studies Course H-S**

Shigehiko Katsurai

**The Japanese Tourism Industry: Hospitality and Travel (Spring)**

Course Synopsis (Principle Themes and Course Objectives)

The course is intended to provide a comprehensive understanding of the Japanese tourism industry. Participants are encouraged to share ideas and thoughts with international students.

Current travel businesses deal with both outbound and inbound travel; through this we will study the structures and interdependence within the industry. The primary topics we will discuss are travel agencies, airlines, *ryokan* and hotels operating in Japan.

We will also refer to tourists' cross-cultural idiosyncrasies and research business practices through observation of tourism-related industries in Nagoya and the Central Japan (Chubu) Region.

Key topics:

1. What are travels and tourism?
2. Domestic Travel Market
3. Overseas Travel
4. Inbound travel: Visitors to Japan
5. Airlines and Railways
6. Hotels and *Ryokan*
7. Travel Agencies
8. Central Japan Region Market
9. Others

Evaluation

Student assessment will be primarily based on the final test. Class attendance and participation will also affect to the grade.

Set Texts and References

The instructor will provide materials when necessary.

2010 Spring Semester

**Japanese Studies Course L-S**

Robert W. Aspinall

**Contemporary Issues in Japanese Politics**

Aims of this course:

This course is designed to help students research and discuss some of the key contemporary issues in Japanese politics. The background to each topic will be explored and theoretical models from the social sciences will be used when they can help our understanding. Students will be encouraged to think critically and to challenge any preconceived ideas they may have about each of the topics under discussion.

Content of this course:

Below is a proposed list of topics for class discussion. The course also allows for a flexible response both to changing events and to the research interests of class members. All students will be expected to take an active part in each week's discussion. In addition they will select two topics for special study and they will make an oral presentation in class on one and write a written report on the other.

1. The changing role of the prime minister.
2. Japanese nationalism and memories of World War Two
3. The debate surrounding proposed revisions to the Japanese constitution.
4. Japan's defence and foreign policy
5. Political parties
6. Policies relating to the family and children
7. Education reform
8. Politics and the environment
9. Internationalization and Japan as a multicultural society
10. Young people and changing patterns of employment
11. Politics and pop culture in Japan and East Asia
12. Local and national elections

**Evaluation**

Students will be required to make one presentation and submit one report.

**Set Texts and References**

Materials, references and reading lists will be provided by the course coordinator.

2010 Spring Semester

**Japanese Studies Course M-S**

Kaori Tsurumoto

**Mapping Culture : The Legacy of Nagono**

Course Synopsis (Principal Themes)

This is a fieldwork -based class which seeks to broaden and deepen our understanding of how Nagono (or Nagoya) became an important castle town during the Warring and Edo Periods of Japan. We will visit various historic sites including Atsuta Shrine, Arimatsu City, Nagoya Castle and its vicinity. Students will also be given instructional guidelines on how one may utilize the practice of 'mapping' as a tool for learning, understanding and conceptualizing. Students must submit their own 'map' of a site of their choosing (in either Nagoya or Nisshin) and give a short explicatory presentation on it in the final session of class. Students must attend all fieldwork visits to qualify for a passing mark.

1. Orientation/Guidance for Course Registration (1st class)
2. Fieldwork Visit to Nagoya Castle & Horikawa (2nd, 3rd class)
3. Lecture: Urban Development of Nagono Into Nagoya (4th class)
4. Fieldwork Visits to Arimatsu City & Atsuta Shrine (5~7th class)
5. Lecture: How to Map a City (8th~10th class)
6. Workshop Classes (11th~14th class)
7. Class Presentations (15th class)

Evaluation

Class participation

Final project

Set Texts and References

2010 Spring Semester

**Japanese Studies Course O-S**

Hiroshi Meguro

**Contemporary Issues in International Relations and Japanese Diplomacy**

Course Synopsis (Principal Themes and Course Objectives)

This course deals with issues in contemporary international relations and Japanese diplomacy. We will pay special attention to the presence of the United States in East Asia, as seen in issues such as conflicts between Japan and the United States on the relocation of a marine base in Okinawa, contentious negotiations on nuclear weapons development by North Korea, and the US-China rivalry in Asia. How Japan will commit itself to security in this region is another aspect of this theme. Since this year, 2010, is coincidentally the 100th anniversary of Japan's annexation of Korea, we will also examine the arguments about Japan's colonialism in the first half of the 20th century. In the meantime, the Obama administration of the United States is now shifting its major diplomatic and military concerns to Afghanistan-Pakistan and Iran; therefore, we will study various aspects of the strategies of the United States vis-à-vis the Middle East and Islam. If any significant events break out in the world and in Japan, we will also discuss them. Short presentations based on reading materials will be assigned to the participants in order to make the class interactive.

Tentative list of topics:

1. Is the Japan-US security alliance faltering? – Thorny issues between the allies.
  2. North Korea and the Six-Party Talks: nuclear issues and abduction cases.
  3. Japan-Korea relations: bitter sentiments among the Koreans and possibility of reconciliation.
  4. U.S.-China rivalry: Is China threatened or threatening?
  5. China's domestic problems: a gap between the rich and poor; the Han and ethnic minorities.
- \* The above five topics are so closely intertwined that it is hard to treat them separately.
6. The strategies of the United States regarding Afghanistan-Pakistan and international terrorism.
  7. Iran: its nuclear ambitions and domestic unrest.
  8. Other "hot" issues that come up.

\* The order of the above topics is subject to change according to developments in current affairs.

Evaluation

Class attendance – 20 %

Class participation – 40%

Final examination – 40%

Set Texts and References

Materials for each class will be distributed in advance.

2010 Spring Semester

**Japanese Studies Course P-S**

Hirokazu Shima

**Introduction to Global Business in Japan**

Course Synopsis (Principal Themes)

This is an introductory course in business administration which will focus on and analyze globally oriented companies in Japan. The course objective is to offer general knowledge of global management and operations with an emphasis on western perspectives among the Japanese firms. Issues involving effective leadership in the global environment will also be discussed. The class will be conducted in English, and students are required to both submit assignments and make presentations in English. Active participation is expected since the class will be conducted interactively. The main topics to be covered in this course are as follows:

1. The Culture of Japanese Companies
2. Globalization in Japan Today
3. Company Philosophy and Concept
4. Cross-Cultural and Cross-Functional Approach
5. Objective of Standardization
6. Developing Company Culture

Evaluation

Grades will be based on attendance and class participation (20%), in-class assignments (40%), homework and presentations (40%).

Set Texts and References

Text: Boye Lafayette De Mente, BUSINESS GUIDE TO JAPAN, Tuttle Publishing, 2006

References: Charles W. L. Hill, INTERNATIONAL BUSINESS (International Edition, 5<sup>TH</sup> ed.), McGraw Hill, 2004  
Warren J. Keegan and Mark C. Green, GLOBAL MARKETING (4<sup>TH</sup> ed.), Pearson International Edition, 2005  
Jeffrey K. Liker and David Meier, THE TOYOTA WAY, McGraw Hill, 2006

2010 Spring Semester

**Japanese Studies Course Q-S**

Hiroshi Suzuki

**Japan's Economic Power (Spring)**

Course Synopsis (Principal Themes)

This course will introduce students to the basic study of what Economics is through case studies of various economic phenomena we experienced in our country, with the clear objective of enabling students to gain a better idea of how to approach individual economic issues, of global or domestic. The economic situation of the major powers and regions will be analyzed with an aim to understand where Japan's economic power remains in existence. Furthermore, it will introduce students to the business activity of Japanese industry, focusing on the issues and challenges related to sustainable growth.

The main topics to be covered in this course are as follows (subject to change):

1. Macroeconomic study of Boom & Bust, Business Fluctuation, Yen/\$, Inflation, Deflation, Economic Growth etc.
2. Comparative study of economic situation in major powers and regions.
3. Study of business activity of Japanese companies from the sustainable growth perspective, including CS, SCM, CSR & Green.
4. Other interesting themes to be taken up as appropriate.

All lectures and lecture materials will be in English.

Evaluation

Attendance, Participation, Written Research Report, and In-Class Presentation of Paper.

Set Texts and References

No textbook is required for this course. Applicable materials will be distributed by the lecturer.

2010 Spring Semester

## Japanese Studies Course S-S

Tomohiro Taguchi

### Japanese Culture and Art (Spring)

#### Course Synopsis (Principal Themes)

The arch-shaped Japanese archipelago can be seen to resemble the cross section of a concave mirror or a huge parabolic antenna, symbolically reflecting the vast continent while at the same time receiving information from it. Looking back on the history of Japanese culture, which developed by accepting diverse cultural influences from the Asian continent, it is an interesting notion to conceive this particular shape of the Japanese islands as a symbol that characterizes Japan's cultural history. However, the major cultural influences during Japan's more recent history have, especially during the modern period, come via direct contact with Western civilization, which Japan has been eager to accommodate. In a short space of time, Japan has adopted and adapted Western models of civilization and culture to form its own brand of culture.

This course will explain various subjects related to art and culture, which continue to shine in Japanese history based on how the culture and civilization developed and changed through exchange between Asian cultures and the influence of Western culture. In the first semester it deals with traditional Japan; in the second semester it deals with modern Japan.

#### COURSE SCHEDULE

- 1 The ideal of Japanese culture and arts: The intermixed culture of the traditional and the modern; diverse view points on the study of traditional Japan
- 2-3 The formation of ancient Japan before Buddhism's introduction: The origin of the Japanese culture "the magical culture and arts"  
The birth of ancient civilizations and the formation of Japanese culture
- 4-5 The formation and spread of Buddhism: The beginning and development of Buddhism art  
The influence of Indian culture
- 6-7 Absorbing and assimilating Chinese and Korean culture: *hiragana*, *katakana*, *waka*, calligraphy, and narrative scroll painting  
Japanese culture within the East Asian culture area
- 8-9 The formation and development of samurai culture: Noh drama, ink painting, and the foundations of the tea ceremony and gardens as art.  
Japanese culture in the Middle Ages
- 10-11 The absorption of the Western culture in the Momoyama period: The aesthetics of castle art.  
Japanese culture in the Age of Discovery
- 12-13 The culture of the townsmen in the Edo era: Theaters, paintings and aesthetic sense *sui* and *iki*  
The essence of Edo culture in modern history

#### Evaluation

Attendance 30%; Home work and Presentation 30%; Final paper (ca. 2,000 words) 40%.  
[Students are required to read at least one book to write the final paper.]

#### Set Texts and References

Textbook: None.

Materials and references are provided.

#### Supplementary Materials

Video tapes and slide shows using PowerPoint are used as teaching materials.

All lectures will be in English.

Visits to places of cultural and historical interest, such as museums and historical sites, are recommended.