



VYTAUTAS MAGNUS UNIVERSITY

JAPANESE STUDIES CENTER

And

TOSHIBA INTERNATIONAL FOUNDATION



International conference

IMAGE OF JAPAN IN EUROPE

2007, October 13

Place: VMU Japanese Studies Centre, Vaižganto g. 30, Kaunas

Organizer : VMU Japanese Studies Centre

Sponsor : Toshiba International Foundation

**International conference
IMAGE OF JAPAN IN EUROPE**

Vytautas Magnus University
Japanese Studies Centre
Vaižganto g. 30, Kaunas

PROGRAMME

MORNING SESSION

9:15 Opening of the conference

Arvydas Ališauskas, director of Japanese Center of Vytautas Magnus University

Haruhiro Tsunashima, Second Secretary at the Embassy of Japan in Lithuania

Historical Formation of Japan's Image in Europe (Chair: Kristina Barancovaite)

9:40- 10:10 Thomas Büttner (Heidelberg University, Germany): *The Image of Japanese Elites in the Third Reich*

10:10-10:40 Dr. Maik Hendrik Sprotte (Heidelberg University, Germany): *Between Admiration and Fear- The Image of Japan in the German Empire (1871-1918)*

10:40-11:10 Dr. Catharina Blomberg (Stockholm University, Sweden): *Isles of Gold or Police State- the Western View of Japan from Marco Polo to the Present*

11:10-11:30 Coffee break

Japanese Image Through Branding and Art

(Chair: Dr. Kyoko Koma)

11:30-12:00 Aurelijus Zykas (Vytautas Magnus University, Lithuania): *Place Branding Strategies in Japan*

12:00-12:30 Greta Grendaite-Vosyliene (Vytautas Magnus University, Vilnius Academy of Fine Arts, Lithuania): *Corporeality and the Contemporary Japanese Art as Presented in Europe*

12:30-14:30 Lunch

AFTERNOON SESSION

Japanese Image Creation and Gender

(Chair: Dr. Kyoko Koma)

14:30-15:00 Dr. Mikako Iwatake (University of Helsinki, Finland): *Differencing Body, Performing Race; Noriko-Show in Finland*

15:00-15:30 Junichi Machida (London School of Economics, Great Britain): *From the Marginalized Europe- the Complex Images of Japan in Malta in the Wave of Globalization*

15:30-15:50 Coffee break

Japanese Image Construction in Mass Media

(Chair: Greta Grendaite-Vosyliene)

15:50-16:20 Dr. Kyoko Koma (Vytautas Magnus University, Lithuania): *Image of Japanese Women in Lithuanian Printed Media (Daily Newspapers)*

16:20-16:50 Kristina Barancovaite (Vytautas Magnus University, Lithuania): *Image of Japanese Women in Lithuanian Printed Media (Women's Magazines)*

16:50-17:20 Dr. Jean-Paul Honoré (Marne de Vallée University, France): *The 147 Otakus. A Japanese Story. Stereotype, Information, and Fable in the Contemporary French Media*

17:20- Discussion (Special contribution: **Dr. Yoshiko Ikeda** (Osaka University, Japan): *Image of Japanese Men in American Films from WW2 to the Present*)

18:20 Closing of the conference

19:00- Dinner