



VYTAUTO DIDŽIOJO  
UNIVERSITETAS  
MCMXXII

**VYTAUTAS MAGNUS UNIVERSITY  
CENTRE FOR ASIAN STUDIES**

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## **CALL FOR PAPERS**

**Symposium and publication**

**Representation of Japan in European Medias - its analytic methodologies and theories  
Comparison with the Korean Case  
November 4-5, 2010**

Despite an easy access to vast information sources, which contemporary societies exploit in the present era of globalization, Japan is still often perceived by Europeans as mysterious and “just too distant”. During the modern contemporary period when the self and the world are conceptualized under the influence of globalization and media development, it seems that contemporary images of Japan are constructed not only by the Japanese, but also by the foreign viewpoint. Therefore, in order to understand Japan it is necessary to examine it from both the internal and the external perspective. Taking into consideration these problematic issues, we organized three international conferences and publications on the topic of the image of Japan in the West in 2007 and 2008 sponsored by Toshiba International Foundation. Under the subvention of Japan Foundation we also organized the symposium “Japan as Images: Crossing Viewpoints of Europe and Japan” in 2009.

Expanding our research activities, and thanks to the Japan Foundation, this year we are planning to organize the international conference in November 4-5, 2010, and the publication under the title “Representation of Japan in European Medias - its analytic methodologies and theories” in 2011. This conference is going to focus on three points of view:

- (1) The methodology and theory for studies on images of Japan in European medias - Literature, art, television/film, printed medias;
- (2) The methodology and theory for interpretation of the images of Westernized Japan in Japanese medias such as television/film, printed medias, literature/art;
- (3) The methodologies and theories that are applied when interpreting the images of Korea in European media- Literature, art, television/film, printed medias.

We intend to publish the selection of articles based on the conference papers in March, 2011.

We invite scholars and researchers to discuss the current problems and achievements in cross-cultural communication among the Japanese people and Europeans since the proper understanding of other nations and cultures is now acknowledged to be the key to success in any political, economical or cultural relations on the international level.

**Organizer:** Vytautas Magnus University (VMU), Centre for Asian Studies

**Date and place of the conference:** November 4-5, 2010, Centre for Asian Studies (VMU), Vai\_ganto str. 30, Kaunas

**Language of presentations:** English

**Registration:** please fill in the registration form attached and send it by e-mail till June 20, 2010 to Japanese Studies Centre of Vytautas Magnus University: [conference.asc2010@gmail.com](mailto:conference.asc2010@gmail.com).

**Intended schedule:**

June 20, 2010: Deadline for registration, submission of the title, abstracts (up to 300 words) and short CV (which should include the list of your presentations at conferences and three most important research papers written in English and published in scientific journals).

By July 6, 2010: Announcement of results to candidates (an invitation to the conference and a proposal for publication of papers).

September 30, 2010: Deadline for the paper submission (up to 5000 words) for publication.

November 4 and 5, 2010: Conference.

By November 15-16, 2010: Sending reviews to authors.

December 15, 2010: Deadline for the final paper submission.

March 2011: Publishing the journal.

**Scientific Committee**

Takashi Kitamura, Osaka University, Japan

Kyoko Koma, Vytautas Magnus University, Lithuania

SangGum, Li, Pusan University, Korea

Sepp Linhart, University of Vienna, Austria

Cécile Sakai, Paris 7 University, France

Jan S\_kora, Charles University, Czech Republic

Harald Fuess, Heidelberg University, Germany (to be confirmed)

**Organization Committee**

Aurelijus Zykas, Vytautas Magnus University, Lithuania

Kyoko Koma, Vytautas Magnus University, Lithuania

Ieva Kudirkaitė, Vytautas Magnus University, Lithuania

Jinseok Seo, Vytautas Magnus University, Lithuania

**Notes:**

1. We will provide the researchers a possibility to make an e-presentation via *Skype* for those who find difficulties to attend the conference. Please indicate your choice in the registration form.
2. Even though we cannot provide the financial support for travel and accommodation, we could offer you any organizational support (finding and booking hotels, sending maps, transport timetables, etc.)

**Yours sincerely,**

**Aurelijus Zykas**

Project Director

Head of Centre for Asian Studies

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