



The  
University  
Of  
Sheffield.

# EAST ASIA @SHEFFIELD



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## Deputy Prime Minister opens Confucius Institute

*John Prescott, Deputy Prime Minister, invoked the spirit of Confucius when he formally opened the University of Sheffield's Confucius Institute at the beginning of the year.*

Quoting Confucius directly, Mr Prescott told an audience of academics, dignitaries and students that "through studying, we may discover where the deficiencies in our knowledge lie; through teaching, we may discover where our difficulties lie. Once we are aware of the deficiencies, we can begin to fill them. Once we are aware of the difficulties, we can begin to overcome them." Two and a half thousand years later, Mr Prescott said, these words remain as relevant as ever.

He continued to explain that "education remains crucial to common understanding and our future development. Education will help ensure that all our people can adapt and benefit from rapid and relentless global economic change. So I am delighted to open this Confucius Institute today in that spirit of China and the UK sharing our heritage, our knowledge and our culture."

Among those attending the opening ceremony were Professor Robert Boucher, Vice-Chancellor of Sheffield University, President Cui Xiliang of Beijing Language and Culture University, Vice-President Zhang Yibin of Nanjing University, Consul-General Gong Jianzhong from the Chinese Consulate General in Manchester and a number of local government dignitaries, business leaders and senior university and educational figures from across northern England.

With the opening of the Institute, Mr Prescott believed that Sheffield is joining a "tremendous wave" of such institutes opening around the world. Sheffield's Confucius Institute, he said, will bring real benefits to the people of Yorkshire and the rest of the UK, as well as promoting greater understanding and harmony between the nations of the world.

The Institute has set itself a number of goals, including providing a focal point for China-related activities in Sheffield, northern England and the Midlands, promoting the teaching of the Chinese language in secondary schools through the development of teachers of Chinese, contributing to activities that increase UK public awareness of China,

its culture and its language, and forging strategic alliances with key stakeholders in business, industry, government and other institutions.

Mr Prescott stressed that in a rapidly changing global economy, sharing expertise and innovation was vital to competitiveness and sustainable development. "We want more UK and Chinese students to work and study together – and share the experience of British and Chinese cultures. China continues to develop as a major global economic and political power in the new Asian growth areas. The more we seek to understand and debate, the more harmony we have – and less conflict."



*Deputy Prime Minister John Prescott and Dr Lily Chen, Director of Sheffield University's Confucius Institute, with a number of students from the School of East Asian Studies (photograph courtesy of Catarina Weber).*

# Sheffield's first international student pioneered steelmaking in China

One of the University of Sheffield's first graduates established an early and little-known link between the University and China by establishing China's steel industry in the 1900s and 1910s.

Ms Fang Yibing, a lecturer at Guangxi University and Li Foundation Visiting Fellow at the Needham Research Institute in Cambridge, is researching the early transfer of Western steelmaking technology to China. She discovered that the first Chinese steel engineer was a graduate of Sheffield and recently visited the University to find out more.

Wu Jian, known at Sheffield as Zung Tse Kien Woo, left Shanghai in 1902 to study in England. He graduated in 1907 as one of Sheffield University's first three Bachelors of Metallurgy, also being awarded a Masters of Metallurgy at the first degree congregation in 1908. According to the University history,



Wu Jian

*Steel City Scholars*, he cut quite a dash in his frock-coat and top-hat!

After his return home, Wu became an engineer and later the director of

China's pioneer iron and steel plants in the towns of Hanyang and Daye. He presided over the Hanyang plant's reconstruction after the 1911 revolution and during its peak years in the 1910s. He later worked at the Shanghai Office of the Hanyeping Company, which managed both enterprises.

During the war he helped move equipment from the two iron and steel works inland away from the Japanese. After 1945, he was disappointed with the problems still confronting the Chinese steel industry and the last information that is known to exist indicates that he worked as a secondary school teacher in Shanghai in the late 1940s.

Wu's life shows how Sheffield contributed to China's early steel industry but also illustrates the many difficulties faced by China's industrial pioneers.

## Postgraduate graduation day

A number of postgraduate students graduated from the School of East Asian Studies at a ceremony held a few days before the Christmas holidays. The graduating students were accompanied at the ceremony by several members of their families.

In addition to the MA and MSc students, Joanna Elfving-Hwang and Simon Forth received their PhDs. Regular readers of *EastAsia@Sheffield* will remember Joanna from the successful interdisciplinary postgraduate conference she organized in 2004 (see Number 8). In September, she will take up a Korea Foundation postdoctoral fellowship at Leeds University's Centre for Interdisciplinary Gender Studies. The School wishes all its graduates the best of luck in their futures.



SEAS postgraduate students celebrating their achievements with their families.

### Note on names

Following East Asian convention, the family name precedes the given name/s in Chinese, Japanese and Korean names, unless the particular person uses the Western name order (given name followed by family name) in his/her publications and/or everyday life.

### Editor's note

This issue of *EastAsia@Sheffield* focuses upon many of the achievements and activities of the current students and graduates of the School of East Asian Studies and the University of Sheffield.

The views expressed in the articles are those of the individual authors and do not necessarily reflect those of the School and the University.

Certain images used in this newsletter are scaled-down, low-resolution images used to illustrate films or books, or to provide critical analysis of the content or artwork of the image. It is believed that these images qualify as fair use under copyright law.

# Japanese Ambassador launches centre of excellence on Japan

*As part of the successful £4 million bid by the Universities of Sheffield and Leeds to establish an international centre of excellence on the study of China and Japan, the National Institute of Japanese Studies was launched officially by His Excellency Nogami Yoshiji, Ambassador of Japan to the Court of St James's.*

As reported in the previous edition of *EastAsia@Sheffield*, the National Institute of Japanese Studies (NIJS) and the National Institute of Chinese Studies, which together constitute the White Rose East Asia Centre (WREAC), are funded by the Economic and Social Research Council, the Arts and Humanities Research Council and the Higher Education Funding Council for England. WREAC is a national resource for research and postgraduate training in Chinese and Japanese studies and language and was itself launched officially with an inaugural symposium on 11 May.

The formal launch of the NIJS on 17 March was the culmination of two days of academic activities. A number of national and international speakers came to Sheffield to participate in a workshop entitled *Negotiating the Boundaries of Postwar Japan*. This was followed by an international symposium on *Shifting Boundaries: Negotiating Identities and Challenges for Scholarship*, where keynote addresses were given by Professors Yoshimi Shunya of the University of Tokyo, Tessa Morris-Suzuki of the Australian National University and Sakai Naoki of Cornell University.

At the official launch party in the evening, His Excellency Nogami Yoshiji, Ambassador of Japan to the Court of St James's, was welcomed by Pro-Vice-Chancellor Tony Crook, who spoke of the University of Sheffield's strong commitment to Japanese Studies. The success of the event was thanks to all of the participants as well as to those who helped with the organization, especially Sally Fetto and Dr Takeda Hiroko, Director of the research cluster on social change and transition in East Asia. For financial support, the NIJS is grateful to the Toshiba International Foundation,



*From left to right: Professor Mark Williams of the University of Leeds, Professor Glenn D. Hook, Director of the National Institute of Japanese Studies, His Excellency Nogami Yoshiji, Ambassador of Japan to the Court of St James's, Professor Tony Crook, Pro-Vice-Chancellor of the University of Sheffield, and Professor Terry King, Executive Director of the White Rose East Asia Centre (photograph courtesy of Ian M. Spooner).*

the Japan Foundation Endowment Committee, Chūbu Electric Power Company.

The following month saw the NIJS inaugural distinguished lecture given by Professor Fujiwara Kiichi of the University of Tokyo. The lecture was entitled "Postwar Japanese literature and the politics of wartime representation" and explored how a number of Japanese intellectuals went about creating a postwar understanding of Japan's wartime experience and how these representations were subsequently forgotten. Professor Laura Hein of Northwestern University in the US added to the analysis by acting as a commentator.

Although *EastAsia@Sheffield* will continue to report on its activities, the NIJS will soon be publishing its own newsletter, *NIJS News*.

Further information can be found at: <http://wreac.group.shef.ac.uk/nijs/index.html>



*Professor Fujiwara Kiichi of the University of Tokyo.*

# A day in the life...

Since graduation, Josh Noble (BA in Chinese Studies, 2004) has established a career in the media with experience of working for both Sky News and the Consumer News and Business Channel (CNBC). Here he gives us two snapshots of his working life.

## Sky News, Beijing

December 2005, 9:00 am

I take the lift down from my apartment on the nineteenth floor, and wait at the bottom for a taxi. My cab normally takes about half an hour, for what is a 40-minute walk. Beijing traffic is a problem at any time of the day but today I'm going straight to the US Embassy, so it is not too far.

I arrive to meet the correspondent and the cameraman. They need some information from the people in the queue for US visas so I head into the throng, asking anyone who looks amenable. Bad news – the queues today are very small so it won't make a good shot – we'll have to think of something else. President George W. Bush is in town and we need to get a few Chinese opinions for our story, set to be shown on Sky News that evening.

We jump into the black Audi where the producer is leafing through some notes, and head to popular district of Houhai, where we can interview people in the street, with a postcard Chinese background. Two hours later and we are done.

Back at the office, we arrange interviews in Australia and Manila for the week ahead. We order in some pizza, and wait for the sun to start setting – the shots look much better that way. We head to the financial district to finish off the piece amid skyscrapers and building sites. The editing takes another hour, but the finished product looks great.



Josh at the newsdesk.

## CNBC Europe, London

December 2006, 9:00 am

I have been at work over two hours. I take the 6:33 am train to Blackfriars, from where it's a short walk to the studio. Once I am at my desk I set the order for the show. It starts at 11.00 am, and goes out across Europe.

After that I can start building graphics, cutting pictures and writing the autocue for the newsreader to link into our guests. Then I build all the stock charts for the big market movers of the day. Some days I choose the headlines. After 8:30 am I can start interviewing guests over the phone. We need to know what they are going to say, so that we can write it up beforehand and show it on screen.

Today we are taking an extra satellite hit (as we call them) during the show. As usual we've got

Paris, Frankfurt, Milan, but also Amsterdam, where our satellite truck has been sent to cover news of a big potential merger. Since I've been here we've taken hits from Brussels, Washington, Chicago, Dubai, Shanghai, Tokyo to name a few. I often help out with the show on before mine, which is tri-anchored from London, Singapore and New Jersey – this means we've all had plenty of practice.

Peter Mandelson is the only household name doing an interview today, but there are a few CEOs and plenty of high-profile financial analysts throughout the day, so there is a lot to get through before 11.00 am, when I move into the gallery to press lots of buttons, making various images and text lines pop up. After that I can relax, read a paper and start preparing for the next day's show.

The Future? Beijing 2008, I hope...

# Inside Japanese women's literature



After graduating with an MA in Advanced Japanese Studies by distance learning in 2002, Cathy Layne began work for one of Japan's most well-known publishing houses.

I found myself at a something of a loose end when I finished my Master's degree. I had relished the challenge of learning to read and write Japanese fluently and had particularly enjoyed conducting the research for a translation of a couple of essays on women and sex by the shocking and explicit female author Randy Taguchi. So, what was I going to do now?

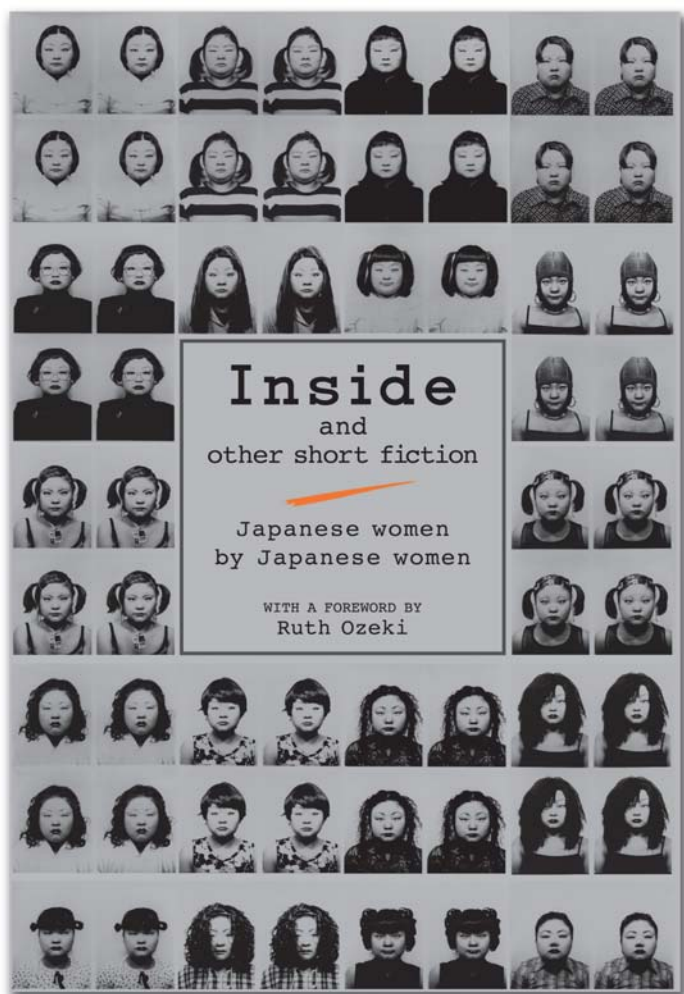
Fortunately, not long after the course finished, I joined the Tokyo-based publishing company Kodansha International as an editor. This job has allowed me to make perfect use of my language skills and pushed me further to perform Japanese language feats that I never would have dreamed possible back in 2000

when I started the course – negotiating with Japanese publishers for the English rights to a novel over the phone, pitching a book proposal to a roomful of Japanese colleagues, arguing the toss with a belligerent photographer...

If you have ever picked up an English language book on Japan, chances are it was published by Kodansha International, one of the best known publishers of Japan-related books in English in the world. Established in 1963 with the aim of introducing Japanese culture to overseas readers, the company for many years stuck to books that reflected a fairly traditional image of Japan – lavish coffee table books about Japanese temples and gardens, translations of modern literary classics and the like. But recently the ranks of foreigners who still want to be fed this stereotypical view of Japan are slowly being eroded by a new youthful generation of readers who see Japan as the home of *manga*, *anime*, video games and cool fashion. To cater to the demands of both this traditional and newer readerships, the company is now publishing a wider range of books than ever.

One of the great things about the distance learning course was that it forced students to engage with the Japan around them. This kind of approach to research is also an important part of the job at Kodansha International. Editors have to constantly keep abreast of trends both in Japan and overseas and come up with book ideas that cater to these trends. The pressure to keep coming up with new ideas can be tough, but I really enjoy the research aspect. You are expected to spend whole afternoons browsing bookshop shelves to get ideas for new titles and to keep an eye on the competition. You can spend all day in the library if you want, scouring literary magazines in the hope of finding the next big thing. I'm still looking!

My first solo project was an anthology of eight short stories by Japanese women writers entitled *Inside and other short fiction* (pictured), focusing on issues of female identity and sexuality. This was a huge challenge but great fun. And for my in-depth knowledge of this fascinating topic, I have to take my hat off to my original inspiration – Randy.



*Inside and other short fiction*, compiled by Cathy Layne and published by Kodansha International in 2006.

# The UN, it's yours!



*Pa-leun Kim (BA in International Politics and East Asian Studies, 2006) has recently published a second edition of his successful book entitled The UN, It's Yours!*

This book was originally published in Korean in August 2005 by Maeil Business Newspaper, one of South Korea's biggest financial newspapers, while Pa-leun was still an undergraduate student at Sheffield. It has proved so popular that a second edition was commissioned.

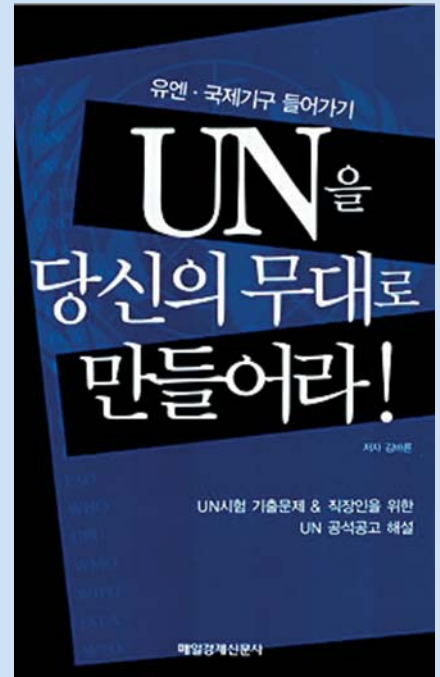
Pa-leun has always thought of working in the UN as a "dream job" and this belief inspired him to discover the various ways in which it is possible to land a job with this international organization. So, whilst studying, he began to collect information and interviewed a number of Korean nationals who have worked in the UN. In the book, he explains the numerous ways of joining this international organization, ranging from national competitive examinations through to internships. He argues that

personal sacrifice is the key to successful leadership in these kinds of organizations that seek to promote international peace and security and eliminate absolute poverty.

With the appointment last year of former South Korean Foreign Minister Ban Ki-Moon as Secretary-General of the UN, attention has increasingly focused on the role of South Koreans in this organization. Through this book, Pa-leun hopes to encourage more South Koreans to play a role in the UN.

After graduating from Sheffield last year, Pa-leun moved to Oxford and began study towards an MSc in Forced Migration. He has recently been accepted for an internship at the UN and in the future he hopes to continue his

studies to the doctorate level – no doubt it will not be long before he adds to his publishing record.



## Fabulous funerals



*The creators of "Fabulous funerals" (from left to right): Thuan Bui, Sam Thomas, Christoforos Panayi, Kristi Morris and Tom Onyeador.*

Congratulations to a team from Sheffield University's Management School that recently won the Fifth Annual Business Challenge between the University of Sheffield and its overseas affiliated institution, CITY College in Thessaloniki, Greece. The team included Thuan Bui, a dual honours student in Korean Studies and Business Studies.

Thuan and his team proposed a business plan entitled "Fabulous Funerals" that aimed to provide a unique service by rejecting the traditional morbid thinking that surrounds funerals and regarding them as a celebration of life. Seven judges from well-known companies such as Deloitte, PepsiCola and Millennium Bank presided over the competition that included for the first time this year a team from the University of Belgrade.

Despite fierce competition from the Greek and Romanian teams, when it came to the Q&A session Thuan and his team shined with well-prepared answers that impressed the judges to select their plan by a unanimous vote.

# From reading the news to researching the news

*In Taiwan, Shu-chen (Claire) Chen is a well-known newsreader who presents a daily television news programme on the Formosa Television Company (FTV). At Sheffield, she is currently completing a PhD in the Department of Journalism Studies.*



My career in television began over ten years ago after I graduated from the Department of Foreign Languages at Catholic Fu-Jen University in Taiwan in 1993. My initial experience was working as a reporter and newsreader for the Truth Television Company in Taiwan

before then moving to the Super Television Company in 1995. I finally transferred to the FTV in 1997 and have stayed there ever since.

My current job is to present the news on FTV's news channel everyday in both the Mandarin and Taiwanese languages from 11:45 am to 2:00 pm. In 1999 FTV was the first channel to break the tradition of reporting the news in Mandarin only. Since this revolutionary decision, broadcasting in Taiwanese as well as Mandarin has served to strengthen Taiwan identity. As a newsreader I have been at the centre of these changes and in 2005 I was nominated for the "Best Anchorperson" prize in Taiwan's Foundation for Excellent Journalism Awards.

While working at FTV, I was lucky enough to receive one year's leave so that I could come to Sheffield and study for a Master's degree in Journalism. My aim was to learn the theories and practices of journalism. In 2000, I continued to the PhD programme in the same department and am now writing my thesis on FTV's unique bilingual TV

news production under the supervision of Professor Jackie Harrison. Through the research methods of participant observation, in-depth interviews, content analysis and focus groups, I am using first-hand data to analyze how the bilingual format of television news broadcasting affects the whole process of news production under a range of conflicting constraints.

At the same time as researching my thesis, I have continued my professional career as a newsreader in Taiwan. As a result, life can be rather hectic at times. For example, when I visited Sheffield in 2001 to meet my supervisor, I was asked by FTV to be its foreign correspondent and report on the UK's reaction to the "war on terror." However, it is my goal to marry together the worlds of work and academia. Also, studying what you are doing helps to lighten the workload slightly. In the future, it is my ambition that I will also be able to teach courses in mass communication at universities in Taiwan.

## White Rose postdoctoral fellow

The White Rose East Asia Centre appointed its first postdoctoral fellow, Bhubhinder Singh, in May. Bhubhinder (pictured) completed his PhD on changes in Japan's security policy in the School of East Asian Studies at Sheffield in 2006. Prior to this, he was an Associate Research Fellow at the Institute of Defence and Strategic Studies in Singapore, where he conducted research on Japan's foreign policy and East Asian politics, and taught at Singapore's Military Academy on the geopolitics of Southeast Asia. During the fellowship, Bhubhinder plans to lay a solid foundation for a successful career in academia by publishing the findings of his research and acquiring teaching experience.



# A career in Korea

Korea offers numerous job opportunities and a number of graduates of the School of East Asian Studies: Andrew Footman (BA in East Asian Studies, 2001) and Martina Marek (BA in Korean Studies, 2001) co-founded a company called Hachette Eins Media that produces Korean Air's in-flight magazine and Martina works



The thought that producing an in-flight magazine can be horrendously stressful might perplex some people. After all, there is no breaking news, a general aversion to controversy and only one

issue a month to worry about. Yet the days when such publications were little more than padding for duty-free shopping lists and movie listings are largely gone. Not least at *Morning Calm*, Korean Air's in-flight magazine, where I have worked as the editor of the English section for the last seven months.

Korean Air takes its in-flight magazine very seriously indeed. Top writers are commissioned, academics consulted, pictures bought from world-famous photographers and agencies. For almost a fortnight at the end of the month, we have to work shifts of 14 to 16 hours as we race to get the articles done and dusted. Even when we think we are finished, the fruits of our labour must undergo a process of tortuous scrutiny and withering criticism from our bosses here and at Korean Air. And mistakes – whether it is the entrance fee for a butterfly farm in Borneo or the weight of the capsules of the spacecraft Orion (25 tons by the way) – are a categorical no-no.

As the only full-time foreigner on the staff of *Morning Calm*, my responsibilities range from writing to proofreading to finding writers. By far the most demanding work, however, is editing translations. As anyone acquainted with the two languages can attest, English and Korean are poles apart, grammatically and stylistically. To English speakers, Korean writing can appear hopelessly florid, while English prose often

seems staid or ploddingly descriptive to a Korean. Thus, "editing" is something of a misnomer. Working on translations often requires nothing less than a complete rewrite, with only the basic message remaining intact. Editing poetry, with its culture-laden symbolism, can be especially galling. In one piece, for instance, a Korean poet wanted the perfect creature to symbolize her late mother, who had been a paragon of hard work and persistence. So she chose a cow.

Elements of Korean corporate culture can also take some getting used to. Being the Korean branch of a French company, my office is more Western in outlook than many in Korea. But the Korean formality is certainly still there: the standing up when the company president enters the office, the panoply of ranks and titles and perhaps above all the rigid adherence to the higher and lower forms of speech used respectively with your

seniors and juniors. Despite living in Korea for over five years, and having a serviceable knowledge of Korean, I am still often discomfited by this most Korean of arts. Should I call somebody by their name or their title? Isn't it patronizing to use a lower form of speech with somebody just because they are a year or two younger than me?

Still, I can say that my time at *Morning Calm*, and in Korea more generally, have been overwhelmingly positive. After all, with my level of experience, the opportunity to edit a glossy, high-quality magazine would have taken many more years of miserably paid toil to attain back home. Although life here has plenty of challenges, if you are reliable, prepared to work hard and can be (sometimes very) patient with the idiosyncrasies of Korean life inside and outside the office, the land of *Morning Calm* can be an extremely rewarding place.



A recent edition of *Morning Calm*.

# inKorea

Asian Studies have taken advantage of their degrees to find employment there. Niels are both currently working in Seoul but in very different fields. Niels works for a company for Daewoo Shipbuilding and Marine Engineering.



My first experience of working in Korea was as part of the English Programme in Korea and was wedged between graduating from Sheffield in 2001 with a degree in Korean Studies and completing

a Master's degree in Social Anthropology at Edinburgh University in 2003. I decided to join the programme for a year so that I could take a break from student life but it turned out to be a crash course in Korean working life and proved to be something of a shock. Then, in September 2005, my husband, whom I'd met at Sheffield University, was ordered to report for military service in South Korea. So, I moved back with him.

Last year I started my current job at Daewoo Shipbuilding and Marine Engineering (DSME) as a communications officer. I was offered the job immediately after the interviewer tested my Korean. Now, my day-to-day duties include writing speeches for ship-naming ceremonies, editing letters, tenders and reports, interviewing staff, giving English tuition and attending events organized for our investors.

The tasks I enjoy most are explaining the finer subtleties in the meanings of slogans and advertizing. Our engineers often travel to Europe to report to ship-owners in English and I help prepare their presentations with them, practicing voice pitch, tone, body language and how to answer demanding questions. Although most of my colleagues are Korean "Ivy League" graduates, they often do not believe me when they hear that changing a single, seemingly insignificant word can alter the entire meaning of a sentence, or that a rise



The DSME shipyard in the town of Okpo on the idyllic island of Koje.

or drop in tone also affects the meaning. Koreans take great pride in their academic achievements and large amounts of money are invested in education with the belief that the best education is the most expensive. Nobody wants to doubt the worth or the status achieved through their investment. There is also the unease of having to accept advice from a younger person, and a female at that. I am one of 40 women out of a total of 500 employees.

I had been warned that DSME is a very traditional company, but I was amazed to find myself almost at court attending to a true emperor. Our President is a very nice man but must be ushered and attended to at all times. A sudden flurry of hectic shuffling and a cry of "he's on his way up!" are the signal for us to line up for the morning bow as he enters the office escorted by his personal assistant carrying his case whilst his secretary skips along behind him to

help him out of his coat. When he calls, you run. Sudden bursts of hurried footsteps are an indication that he has just said something. But somehow these customs work well for Korea – and for DSME – which have gone from strength to strength.

Seoul can be a stressful place to live so we chose an apartment on the outskirts of the city with a view of the mountains. This helps me relax after a day at the office. There have also been some interesting changes recently that make life easier, such as tax-breaks for foreigners and the re-opening of the Ch'onggye River (as featured in Number 11 of [EastAsia@Sheffield](mailto:EastAsia@Sheffield)).

I agree with Niels that life and work in Korea are often challenging, sometimes frustrating, but highly rewarding. Ultimately, ability in the Korean language can make all the difference.

# Fast track to success

*Since arriving at the School of East Asian Studies, Sam Beatson has been juggling two commitments – a taught postgraduate degree in Chinese Language, Business and International Relations alongside running his own company, FastTrackForex.com, which offers advice on the foreign exchange markets.*



Between undergraduate and postgraduate courses at the University of Sheffield, I had the privilege to work alongside several highly successful, award-winning entrepreneurs who do business in the UK in financial markets, personal and professional development and marketing. I learned a great deal from these people about how to develop oneself and create a successful business.

I also realized that I had found role models who had continued to run successful businesses at the same time as completing their postgraduate studies. This provided me with the necessary belief that I could undertake the MSc in Chinese Language, Business and International Relations, whilst supporting and funding my studies and lifestyle with a full-time income working part-time hours after automating my business.

So I set up one of my main online businesses, FastTrackForex.com (soon to be registered as Samuel Beatson Enterprises Ltd.), in order to provide education and training to anybody who wants to know how it is possible to trade the foreign exchange markets using a laptop and internet connection from anywhere in the world.

It is highly rewarding to receive praise from happy customers who have taken on board what I have shown them and created financial opportunities for themselves. For example, one client wrote back to me and said that “in less than a week you have improved my trading skill 1000 per cent.” Another believed that

“your system has brought me trading results that I could have only dreamed about before.”

So far I have served customers in more than ten countries in Europe, the Americas and Asia. I am currently working on translating my courses into Chinese, knowing a lot of people in China could use the information in my courses to create successful businesses for themselves. I also have the opportunity to expand into Thailand, Singapore and Japan as a result of a number of contacts established over the years.

Marketing and building a business whilst studying have been highly rewarding undertakings. Although there have been challenges at times, they could all be overcome successfully in the end. I am currently concentrating my energies upon researching and writing a dissertation that explores the evolution of the Chinese stock market and financial sector. I am aiming to interview some of the UK’s most powerful fund managers who have invested billions in the Chinese stock market about their experiences.

Whether it is business or academic study – or even both at the same time – a strong sense of self-belief and the ability to motivate oneself are the key driving factors.

**More information on Sam’s company can be found at <http://www.fasttrackforex.com>**



# The NHS from a Japanese perspective

The School of East Asian Studies was sorry to say goodbye recently to Professor Kambayashi Shigenobu of Ryūkoku University in Japan, who has been a visiting researcher for the past twelve months.

The title of Professor Kambayashi's research project was "The NHS in the UK versus National Insurance in Japan" and his guiding question was what Japan could learn from the NHS – the difficulties as well as the achievements. Under the guidance of Professor Alan Walker of the Department of Sociological Studies and based in the School of East Asian Studies, he was able to focus his energies on this comparative study.

One of the most significant achievements of the postwar Labour government of Clement Attlee was the establishment of the NHS, which provided universal and comprehensive

treatment, free at the point of delivery. But for many years the NHS has been battling against privatization. How can the problems that plague the NHS be solved? Are they simply financial? Can the NHS still be true to

its original principles? His time in Sheffield gave Professor Kambayashi the opportunity to begin to explore these questions in more detail and identify what the implications might be for Japan.



Protestors march past the University of Sheffield in an attempt to save the NHS.

## Japan Day 2007

*Jason Leather, a single honours Japanese Studies student, reports on the second Japan Day event to be held at the University of Sheffield.*

Not even the rain could dampen the spirit of this year's outdoor Japan Day. Organized and run by the University's own Japan Society, the theme of the day was to encourage everyone to "dive into Japan" through an eclectic mix of cultural events. It marked the second of what is hoped to be an annual event at Sheffield University after last year's highly successful Japan Day (see number 12 of *EastAsia@Sheffield*).

The day kicked off with a speech from the organizers encouraging the crowds to explore the various activity stalls featuring *kimono*, *origami* and seemingly endless free glasses of *sake*. The event also saw the return of the ever popular *taikō* drummers and performances from the University of Sheffield's Shōdōkan Aikidō Society and



Photograph courtesy of Ryan Jendoubi.

the Okinawan Gōjūryū Karate Dojō of Sheffield Hallam University.

Not even a downpour of rain could spoil everyone's enthusiasm. The outdoor stage was quickly cleared of water and a fashion show was held demonstrating examples of both classical and contemporary fashion in Japan. A running theme throughout the day was music and so it seemed appropriate to end the day with some performances of Japanese music. Okumura Misa gave a solo recital of the hit pop song "Everything" and Zak Rahman, one of the Japan Society founders and the MC for the day, drew the day to a close with a group song from all the organizers.

The day was a great success with a huge turn out. What else is there to say, except bring on Japan Day 2008!



## China in photographs 2007

Congratulations to Lance Pursey, a third-year Chinese Studies with Japanese student, for his photograph of the Jinmao Tower in Shanghai (pictured), which won "Best in Show" in the 2007 China in Photographs competition. The competition was featured in the previous edition of *EastAsia@Sheffield* and once again this year received a large number of high-quality entries in the various categories.

## "Chinese Bridge" competition 2007

*Congratulations to Tom Viart, a single honours Chinese Studies student, for his success in the "Chinese Bridge" language proficiency competition.*

The competition enables students from different countries to test their public-speaking ability in Chinese and regular readers of *EastAsia@Sheffield* will know about Sheffield's sustained success in the competition. Tom will now go to Beijing in August to represent the UK in the international grand final.

The UK leg of the competition took place in the Chinese Embassy in London in January but Tom had been preparing for months beforehand so that he could cope with the various stages of the competition and its rigorous requirements. Undaunted, and after a lot of studying and rehearsing with his teachers, he was prepared for any eventuality.

Tom was the first to go on stage. First of all, he had to introduce himself and then follow this up with a three-minute speech. He decided to tell the

story of a personal experience of a misunderstanding with a Chinese friend based on different cultural habits. Luckily, there were no



*Tom Viart was accompanied at the "Chinese Bridge" competition by Ms Wang Qi, Visiting Fellow in the School of East Asian Studies.*

misunderstandings on the day and the audience laughed at all the right moments. Following that came the dreaded moment of the Q&A session. The questions were all about the

theme of this year's competition, "An Ethnically Diverse China." Tom was then asked to make an unprepared speech for two minutes on his impressions of China. He explained his reactions when he first arrived in China and the way in which his feelings and impressions changed during his stay. The final part of this gruelling competition saw Tom give a traditional *kuai ban* speech (a story told following a rhythm while clapping two pieces of wood). He gave an impeccable performance and could then retire to his seat to watch the ten other contestants sweat it out.

Tom believes that "the competition was a unique experience that enabled me to meet many people from England and China. The work it required was definitely worth it since I have been chosen to go to Beijing in August for the finals!" Everyone in Sheffield wishes Tom the best of luck.

# Sheffield students blaze a trail across Japan

*Three students from the School of East Asian Studies – Nigel Dryden, Jon Perry and Joseph Tame – tell us about their 100-kilometre, 48-hour sponsored hike across the mountains of southeast Japan. This was the first time that the event, organized by Oxfam, has been held in Japan.*

Arriving at the start point our team felt a little out of place. We were surrounded by people in skin-tight leotards and rippling muscles, equipped with professional hiking boots, walking sticks and all manner of paraphernalia. Despite this, we had an innate belief that we could do it, and thus when the starting signal was given we proceeded at a steady pace, ignoring those teams that ran from the start line, quoting extracts from the tale of the Hare and Tortoise to each another.

Ten hours and 39 kilometres later we met our support team (Takashi, Satoko and Misako, the latter two having studied at Sheffield University from 2005-06) for the last time that day. They did an absolutely superb job, keeping us fed, watered and in good spirits, meeting us at checkpoints with supplies of nuts, dried fruit, chocolate and biscuits. But it was soon time to bid them farewell as we faced the prospect of Mount Kintoki.

It was clear that the course was beginning to sort the men from the boys. Many teams were stopping to camp for the night, but our team, in all its wisdom, decided to walk straight on through. It was a harsh climb up the slope with extremely low visibility. The sense of relief once we made it off the mountain around midnight was immense yet short-lived. The descent had proved too much for Joseph's joints and without warning his left knee gave way. With immense disappointment we decided to call for a rescue car whilst the rest of the team continued along the trail.



*Top row, left to right: Nigel Dryden, Nagamine Satoko, Joseph Tame, Vicky Berry (a Sheffield graduate), Jon Perry, Futsuki Misako. Bottom row, left to right: Nagamine Takashi, Yokokura Osamu and Tsujimura Tarō.*

It was a long night for us all. The course was merciless in the pitch black, and after 21 hours of almost continuous walking the team was exhausted. Finally, at 6.30 am we made it to the seventh check point, where mats had been laid out for weary walkers to take a rest. Meanwhile, after a two-hour wait alone in bear country, Joseph's leg was inspected and, not as badly damaged as first feared, was strapped up so that he could finish the course.

With the finish line only two mountains away, we powered on despite the pain that we were all now feeling in our knees and

ankles. Finally, after 30 hours of walking, we emerged from the final forest, into the dazzling sunlight and a magnificent view of Mount Fuji rising from the shores of Lake Yamanaka. It was a spectacular sight, and enough to give us that final spurt of energy that we so needed to cover the last few kilometres.

Arriving at the finishing line was a very emotional experience. What an incredible challenge it had been – but we'd done it and raised over £2,000 for Oxfam as a result! The sense of achievement that we all feel will remain with us for a long time. This will definitely be one of the highlights of our year in Japan.

# Chinese blades



*After graduation Carl Shieber (BA in Chinese Studies, 2004) remained in Sheffield and started work for one of the local football teams, Sheffield United, which has recently bought a Chinese football team.*

I have always had an interest in the business of football and decided that after graduation, with my knowledge of Chinese, I may be able to find a career as British football clubs looked to expand into Asia. I was eventually successful in landing a role at Sheffield United in September 2005. The club has had an interest in developing the market in China for some time, but my inquiry about work coincided with the club creating a department for developments in China.

club are being established. Although the club is in the second tier of the Chinese football league, it is unbeaten so far in the current season and promotion to the China Super League is a realistic ambition.

My role at Sheffield United is to manage the relationship between Chengdu and Sheffield, and help both clubs to raise their foreign profiles in China and the UK. For example, I have recently completed a project on the redevelopment of our Chinese language websites and worked on their marketing with the Chinese news portal [www.sohu.com](http://www.sohu.com) I also regularly complete investment reports on recent developments and future business opportunities for presentation to the board of directors, including a report that led to the establishment of the Chengdu Blades Sports Bar.

It is particularly difficult to enter this industry but being able to speak Mandarin and understand Chinese culture gave me immediate responsibility – and even influence – within the club. Furthermore, the experience of having studied Chinese society, culture, politics and economy gave me an understanding of China that language alone cannot provide.



Chengdu Blades FC.

Sheffield United is one of the more progressive clubs when it comes to developing the market in China and has a long term investment strategy that distinguishes it from many competitors. Not only is it interested in expanding its market base and developing the image of the club in the country, it also believes it has a duty to encourage the development of football in China generally.

Sheffield United has extremely strong connections with China and there are currently two Chinese squad members in its playing squad – Hao Haidong and Li Tie – both of whom are famous in China and have benefited the club immensely.

In January 2006, Sheffield United took an unprecedented step in becoming the first foreign owners of a Chinese football club when it purchased Chengdu Five Bull FC, later renamed Chengdu Blades FC. Stability and western management techniques have been introduced in business and on-field activities. More importantly, a strong identity and associations between fans and the



Fans of the Chengdu Blades.

# Two new books by SEAS staff

## *The Industrialization of Rural China*

Chris Bramall

Oxford University Press, 2007

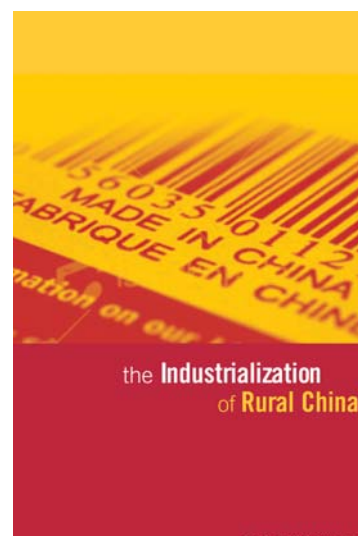
Dr Chris Bramall has long contended that the development of infrastructure and human capital during the Maoist era laid the foundations for China's rapid economic growth after 1978. However, is this idea supported by empirical evidence, or must we accept the dismal conclusion of the dominant discourse that Mao was mad, bad and sad?

In addressing this problem, this book hypothesizes that the regions of China that entered the post-Mao era with a large stock of human capital enjoyed faster industrial growth than areas that were less well endowed. It then tests this hypothesis econometrically using data Dr Bramall has assembled on the growth of China's 2,100 counties between 1982 and 2000, and on the economic inheritance of each in the early 1980s.

The results point to a complex conclusion. Counties that received a large inflow of foreign capital grew quickly, as did counties located close to growth poles like Shanghai – geography matters. Counties that were poor in the early 1980s also grew quickly because they enjoyed more scope for catch-up. But a large proportion of educated people in the population counted for little, suggesting that education, for all its intrinsic worth, had limited instrumental value.

Most significantly, counties with large industrial populations in the late 1970s industrialized quickly. This implies that the acquisition of skills via learning-by-doing in Maoist rural industry paid dividends after 1978. China's rich history of rural industrialization thus helps to explain why industry has flourished during

the last two decades. Dr Bramall concludes that "this book demonstrates that policy and geography matter – but so too does history."



## *Global Governance and Japan: the institutional architecture*

Edited by Glenn D. Hook and Hugo Dobson

Routledge, 2007

Over recent years, the words "global governance" have become one of the most frequently used terms in international relations. However, it is also one of the most ill-defined and widely misunderstood terms. Who governs the world? How and to what ends? What is new about "global governance?" At a time when these questions are of ever-increasing concern, the contributors to this book provide some answers to these questions as well as exploring the concrete contribution of Japan.

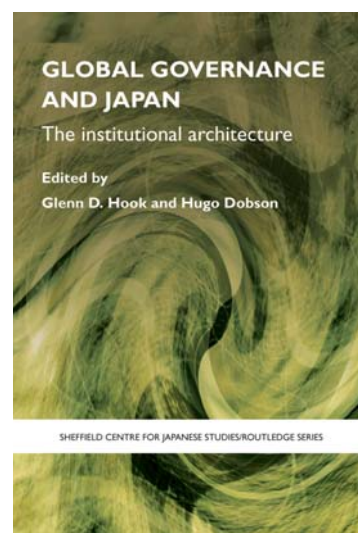
Edited by Professor Glenn D. Hook and Dr Hugo Dobson, the book is the product of two international conferences held in Kyoto and Manchester. Leading specialists from Europe and Japan were brought together by their common research interests to examine the institutions

that seek to provide governance at the global level and present evidence of the role – proactive or reactive – Japan plays in these institutions.

The six institutions that constitute the architecture of global governance are the G8, the Organization for Economic Cooperation and Development, the World Bank, the International Monetary Fund, the World Trade Organization and the United Nations.

Dr Hugo Dobson believes that "each of the contributors to the book unravel the intricate and entangled nature of global governance, in terms of identifying both how the international institutions that promote it are interconnected and who the relevant state and non-state actors are." As regards the role of Japan, "this is equally nuanced. However, it is clear

that the nature of the institution under examination is one important factor in determining whether Japan behaves proactively or reactively."



# Podcasting to the world!

*The phenomenon that is podcasting has spread to both the staff and students of SEAS.*



Joseph Tame speaks to the world!

Whilst studying in Japan as part of his year abroad, Joseph Tame, a single honours Japanese Studies student, has begun a podcast entitled *A Year in Japan*. Joseph often found himself wondering what the year abroad was going to be like but unfortunately there was little contact with other students in Japan at the time. It was a desire to bridge this divide that led Joseph to consider starting a podcast. Recent advances in laptop technology meant that he already had all the equipment he needed – it was simply a case of doing it.

*A Year in Japan* now has over 300 regular listeners. The podcast provides practical tips on how to make life easier as a student, in addition to interviews, news, recommendations on where to go and what to see, language learning techniques and competitions. *A Year in Japan* can be downloaded from <http://www.ayearinjapan.com>

Meanwhile, Graham Healey, Academic Director of the Japanese language programmes in the Distance Learning Centre at Sheffield, has begun a podcast entitled *The Rambling Club*.

A “rambling club”, in UK usage, is a club whose members meet regularly to undertake a fairly lengthy, but not too physically demanding, walk through the countryside. Graham decided to call his podcast the “Rambling Club” as a play on words. “Ramble” also means “talk without being tied to a particular topic.” What he wants to do in his podcast is talk about a selection of interesting but not widely known facts about Japan, amusing or instructive anecdotes, and to invite anybody to add their own interesting facts and experiences. For example, a recent podcast explored the connection between Tōjō Hideki, Japan’s wartime prime minister, and Long John Silver. *The Rambling Club* can be downloaded from [http://www.shef.ac.uk/seas/dlc/dlc\\_tasters.html](http://www.shef.ac.uk/seas/dlc/dlc_tasters.html)

## East Asian Studies degrees

The School of East Asian Studies offers a wide range of single and dual honours degrees, as well as postgraduate taught and research degrees. For further information, contact [seas@sheffield.ac.uk](mailto:seas@sheffield.ac.uk), or see the School’s webpages: <http://www.shef.ac.uk/seas>

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Japanese Studies with/German, Russian, Spanish  
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PhD supervision in a wide range of subject areas on China, Japan, Korea and intra-regional studies

## EASTASIA@SHEFFIELD

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Enquiries to:  
Dr Hugo Dobson  
Editor

## EASTASIA@SHEFFIELD

School of East Asian Studies  
The University of Sheffield  
Western Bank, Sheffield  
S10 2TN, UK

Tel: +44 (0) 114 222 8437  
Email: [H.Dobson@sheffield.ac.uk](mailto:H.Dobson@sheffield.ac.uk)

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