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# EastAsia @SHEFFIELD

## Taking East Asian Languages Forward into the 21st Century

*SEAS hosts major international languages teaching conference.*

Over sixty language teachers and linguists from across the UK, and internationally as far away as Malaysia, gathered in Sheffield at the beginning of September 2010 for a two day conference, *Languages for the 21st Century: Training, Impact and Influence*, to discuss the challenges facing the teaching of the languages of the wider world and to showcase good practice and current activities in these areas. The conference was chaired by SEAS Dr Thomas McAuley, representing the White Rose East Asia Centre, and jointly organised with the other four language-based Area Studies (LBAS) centres (Centre for the Advanced Study of the Arab World, Centre for Russian, Central and East European Studies, Centre for East European Language-Based Area Studies, British Inter-University China Centre) in conjunction with the Subject Centre for Languages, Linguistics and Area Studies.

Delegates presented a wide range of informative and thought-provoking work, with several papers on a range of uses of new technologies in language teaching –

the use of Second Life as a virtual classroom for the teaching of Sami; Blackboard wikis for second language translation – while also considering the need to adapt teaching styles and practices for the new 'digital natives' for whom collaborative working and content production is an integral part of their learning style. Other presentations addressed the key LBAS mission of producing language-trained researchers, looking at new materials being produced for languages as diverse as Hungarian, Finnish and Persian.

Keynote speakers put the detailed work in context, with the opening address, entitled *Is there a place for languages in education? Towards a new framework for the role of languages of the wider world in the global university*, by Professor Ann Pauwels, Dean of Languages and Cultures at the School of Oriental and African Studies making the point that even though 'in the context of globalization and in the post 9/11 environment...the usefulness of studying languages other than English is no



longer contested' (MLA 2007, 2), languages departments feel 'vulnerable – and, indeed, beleaguered' (Worton 2009, 3), and arguing the sector needs to re-evaluate the nature of both the language learner, and take account of the increasing 'technologisation' of communication, if it is to adapt to the changing needs of the 21st century.

This was supported by Sir John Boyd, Chair of Asia House and former British Ambassador to Japan, in *Languages and the National Need* where he argued that with 80% of world growth in the 21st century estimated to take place outside of Europe and the US, the failure to master non-European languages is a major loss to the UK economy and, with UK business leaders consistently stating themselves dissatisfied with recruits' language skills and cultural knowledge, having a deleterious effect on individuals' career prospects.

More details of the conference programme can be found on the LLAS website at: [www.llas.ac.uk/events/archive/6142](http://www.llas.ac.uk/events/archive/6142)

### SCI Receives Institute of the Year Award

The Confucius Institute at the University of Sheffield was nominated Institute of the Year at the Fifth Worldwide Confucius Institute Conference in Beijing in December 2010. Sheffield CI was one of 30 out of the 322 Confucius Institutes worldwide to receive the prestigious award, which was proudly collected by Professor Zang Xiaowei, Director of the Institute and Head of SEAS.

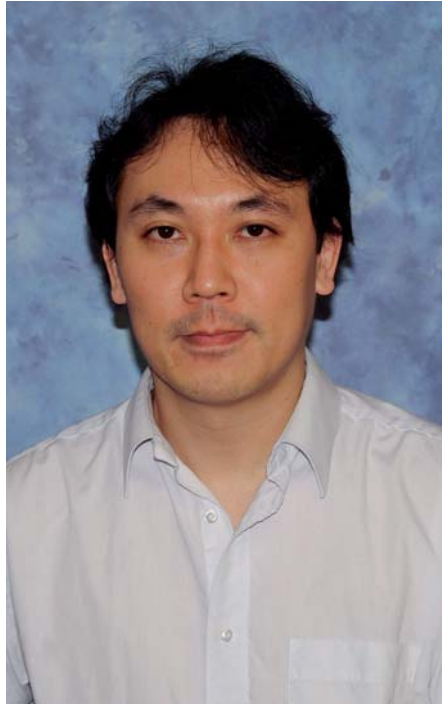
2010 has been a year of successful development and growth for SCI. Along with a busy regular schedule of courses, workshops, seminars and major cultural

events, the Institute has actively developed new courses and projects such as a MA programme in Teaching Chinese as a Foreign Language and Chinese storytelling sessions for local schools.

"Our thanks go to all SCI staff and especially to our previous management team, Professor Tim Wright, Dr Lily Chen and Dr Sarah Dauncey. This award is a great encouragement for all our future work!" says the Institute's Deputy Director, Dr Lucy Zhao.

# Welcome to Sheffield

**Dr Hiroaki Richard Watanabe** joined the University of Sheffield in 2010 as an Academic Fellow at the White Rose East Asia Centre and a Lecturer at the School of East Asian Studies. Before coming to Sheffield, he taught Japanese politics at the University of Oxford and the international relations of East Asia at Oxford Brookes University. He received a Bachelor's degree at the University of Tokyo and Master's degrees at SOAS, University of London and Yale University. His DPhil (PhD) research at the University of Oxford was about the politics of labour market deregulation in Japan in comparison to Italy. He also has non-academic career experience and working as a legal analyst in a multinational Japanese trading company. Dr. Watanabe's general research interests include Japanese/comparative political economy and the international relations of East Asia. Building upon his doctoral research, his current research examines the issue of poverty and income inequality in Japan since the 1990s.



**Dr Kaori Richards** has joined the School as a teacher in Japanese Studies. Kaori has a BA and an MA from the University of Tokyo, where she studied education and information science. She has recently gained a PhD in information studies from the University of Sheffield.

Kaori has interests in the social aspects of information. Her research topics include media industries, media usage, the book trade, reading and reading promotion, and cultural policies. She is now working on articles on the partnerships between publishers and libraries to promote reading.

She is currently teaching the module *Media and Public Communications*.



**Dr Miho Nakagawa** has been appointed a teaching associate in charge of the module *Environment and Society in East Asia*. Her PhD research examines Japanese architects' spatiality which has been latent in everyday spatial manifestations and clarifies how modern spatial understanding has been established in Japan by differentiating it from that of the West. In her dissertation each chapter has a philosophical foundation explored through spatial production including cartography, address systems, Japanese architecture, *anime* and land ownership legislation. A graduate of Tokyo Institute of Technology, she designed and managed several construction projects in and around Tokyo before pursuing an MSc in urban design and a PhD in architectural history and theory at the Bartlett School of Architecture, University College London.



## National Student Survey Results



### YOUR OPINION MATTERS

The recently published National Student Survey (NSS) placed the School of East Asian Studies first amongst Asian Studies departments in the country in four categories:

- Teaching
- Assessment and Feedback
- Academic Support
- Personal Development.

This continues SEAS's success over the last four years during which time it has twice been placed first overall for Asian Studies in the UK.



## 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

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

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# Japan, the Simpsons and a Gaggle of Gs?

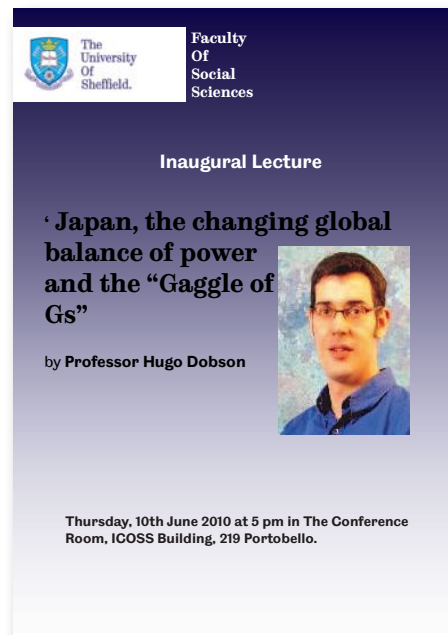
*Professor Hugo Dobson explains all at his inaugural lecture.*

On Thursday 10 June 2010, Hugo Dobson, Professor of Japanese Studies in the School, gave his inaugural lecture in the Faculty's flagship building, ICOSS, to an appreciative audience. The lecture was part of a series of inaugural lectures organised by the Pro-Vice-Chancellor, Social Sciences, to highlight the new talent coming to the fore in the Faculty.

Hugo, who has risen rapidly through the ranks since his employment in the School from 2001, presented his lecture, "Japan, the Changing Global Balance of Power and 'the Gaggle of Gs'". The lecture ranged widely, reflecting the breadth of interests Hugo has developed at Sheffield. At its core was an analysis of the changing patterns of global governance as encapsulated in the various "G" meetings, from the G8 to the G20, and Japan's relations with these groups. But he also linked these broader issues to his studies of the ideological impact of postage

stamps and the depiction of Japan in the Simpsons. He stressed that the apparent decline of Japan's power since 1990 has been greatly exaggerated and we need to maintain study and research on Japan for a range of reasons – its burgeoning democracy, its military capabilities, its avoidance of mass unemployment or suffering during its long depression, and its growing soft power, among others.

The audience ranged widely, including many enthusiastic students (who gave Hugo a standing ovation at the end, a first for an inaugural lecture!) as well as his colleagues in the School and the Faculty. His mother also showed maternal devotion beyond the call of duty by attending the lecture and joining the celebrations. After a reception hosted by the Faculty, Hugo's colleagues and friends took him out to dinner to express their appreciation for his contribution to the School over many years.



The poster features the University of Sheffield logo and the Faculty of Social Sciences. The title of the lecture is "Japan, the changing global balance of power and the 'Gaggle of Gs'", presented by Professor Hugo Dobson. A small portrait of Professor Dobson is included. The event details are: Thursday, 10th June 2010 at 5 pm in The Conference Room, ICOSS Building, 219 Portobello.

## SEAS Co-Hosts International Conference on Elites and Governance in China

Organised by Professor Zang Xiaowei from SEAS with Taiwanese colleagues, this conference was held at the National Chengchi University on 6-7 November 2010 in Taipei. It was co-hosted by SEAS, the Department of Political Science at the National

Chengchi University, and the Centre for China Studies at the National Taiwan University. The Chiang Ching-Kuo Foundation for International Scholarly Exchange, the National Chengchi University and the Centre for China Studies at the National Taiwan University

funded the event. Professor David Goodman, an authority figure in China studies, delivered the keynote speech. Some twenty scholars from China, Singapore, Taiwan, Hong Kong, Australia, the UK, and the US presented papers offering new insights into elite selection and governance in the People's Republic of China (PRC).

This conference supplements existing studies with institutional approaches on power, authority and governance in the PRC by providing insights into elite perceptions and behaviour in China, concentrating on those in leadership positions in the Chinese Communist Party and the PRC government. The workshop represents a pioneering effort to bring elite studies and research on institutions together in an analysis of governance in China and is highly relevant for policy making for international organizations, governments, and NGOs outside the PRC.



*Professor Zang Xiaowei (far left) with fellow attendees at the conference*

# Exploring the Walled City of Taegu



*Emeritus Professor James Grayson recounts what a retired lecturer does in his newly acquired spare time!*

In the 1970s when I taught at Keimyung University in Taegu (大邱) in southeast Korea, I developed a strong interest in the city's history and wrote a guidebook, *Taegu Guide*, to its historic areas.

I also used to lead tours for the Royal Asiatic Society, wandering up and down the historic alleys of the former walled city of Taegu, looking at traditional-style Korean homes (*Hanok*), mercantile establishments, and government buildings. There was the Chinese quarter, the pre-modern provincial governor's administrative quarters, alleys lined by walled houses with immaculately maintained gardens with tall fir trees, Japanese-style inns clustered around Taegu Station - where the Korean artistic community had huddled seeking refuge during the Korean War. So much of Korea's history was found in this confined area.

After retiring in September 2009, I spent the Spring Semester of 2010 teaching at Keimyung after a break of three decades! Shortly after I arrived in Taegu, I decided to have an "explore" of the walled city area – and I was shocked! So much had gone! Where was the large *Hanok* with a brick mosaic of the Chinese character *hui* (喜) for 'happiness'? Where was the Buddhist temple reused as a Roman Catholic Church? Where, in fact, were a number of the historic buildings of 30 years ago? Often as not, they had become car parks.

All was not bleak, however. The Metropolitan Government of Taegu had taken some steps to preserve the historic features of the walled city area by pedestrianising East Wall Street and marking out the line of the wall, gates and watch towers with special paving stones, by pedestrianising South Wall Street containing Korea's largest concentration of traditional herbal pharmacies (*Hanyak-pang*, 漢藥房), by conserving outside the old city walls four homes of poets and early modern merchants, and by using the walled city area as a venue for street theatre.

However, I decided to conduct a site survey of the walled city area. Going neighbourhood by neighbourhood, I surveyed a total of 230 buildings from the pre-modern, Japanese colonial, and post-Korean War periods, noting their location and current condition on a map to the scale of 1,000:1. Initially intending only to focus on pre-modern structures, I realised, like it or not, that Japanese-period buildings were an important part of modern Korean history, as were post-Korean War buildings which reflected the era of Korea's dramatic dash to join the ranks of the world's leading economies.

Pictured are two buildings which I surveyed. The first one (below) is a large, wooden, tile-roofed structure dating from the mid 19th century, one of the largest



inner city buildings outside of Seoul. It has a large courtyard in the centre and was used as an academy for training *kisaeng* (妓生), traditional female entertainers and dancers.

The second structure (above) from the mid-1930s was the *Muyong-dang* (茂英堂) Department Store building. Owned by Korean, not Japanese merchants, it had the first plate glass windows in Taegu.

After conducting this research, I drew up a report with suggestions to develop the walled city area as a place for special historic tourism. As the third largest city in Korea in traditional times (after Seoul and P'yongyang), Taegu has many unique features. I suggested that the whole area from the Iron Age Talsong Fortress to the walled city area should be designated as an area of historic interest; that the old north-south road (now an alleyway running through Taegu) should be the link between these two areas; that four areas should be developed for special tourist development – the *Hanyak-pang* street, the Chinese quarter, the area of Japanese inns connected with the refugee art community, and an alley of historic homes connected to the Anti-Japanese Independence Movement. I further suggested that shops, restaurants, and tearooms should focus on local specialities and foods, and that areas of the inner city should be used for B&B-style accommodation, proposals which are being seriously considered by the Metropolitan Government of Taegu.



# “The Future’s Bright, the Future’s... Green?”



*Richard Lamb graduated with a degree in Chinese Studies from SEAS in 2002 and is currently working for the Foreign Investment Bureau, Administrative Committee of Tianjin Airport Economic Area, Tianjin, China. Having worked with some green technology companies, here he shares his insights on the development of green technologies in China.*

I was asked by SEAS to write an article on Green Technology in China. Or was it Renewable Energy? ...Eco-friendly Solutions? ...Green Development?

To be honest, I'm not sure. Not because SEAS is purposely vague in its outline for have-a-go journalists such as myself, but that for many people, even for some of those in the industry (is it a single industry?), not many know the difference.

“Green” terms are interchanged freely during meetings, and I often find myself fumbling for the proper term while not really knowing what it means.

Yet, “*a rose by any other name...*” And so it is with green technology. Whatever the correct term, “green” offers myriad business opportunities for companies with the right approach and resources to achieve success.

In China especially, the government has set ambitious targets for the development of renewable energy by 2020, investing heavily in green projects and development, especially in its wind and solar industries.

Chinese companies have taken full advantage of the financial incentives available in renewable energy, coming to dominate the domestic market, and even beginning to expand overseas. Many non-Chinese companies too have been quick to take advantage with Vestas, Gamesa and Suzlon all establishing manufacturing facilities in Tianjin.

There are numerable challenges, however. Until only recently, 70% of all components for wind-turbines had to be sourced locally. There are issues with grid connectivity. The number of new wind and solar farm projects is slowing down. Off-shore wind farms are in their infancy in China. And so forth...

But this is the trap. Green technology isn't only about wind or solar energy. Most industries can go “green”. I have been working recently with a window company that is manufacturing windows that generate energy by capturing sunlight using transparent photovoltaic panels. Or technology from Australia that uses the fly-

ash by-product of coal-burning power stations to make ceramics. Companies are now providing solutions for entire buildings: “green” windows, insulation, roofing, lighting, et cetera.

In addition, a number of new organizations are springing up in China which serve as a platform for members from a range of industries focused on green technology to share information.

The sharing of information is essential in this industry. Green technology has a very limited effect when applied separately, and can even be redundant if not applied correctly. However, the target of developing truly eco-friendly structures and areas can only be realized if companies have access to knowledge outside of their areas of expertise.

I don't mean sharing knowledge with their competitors, of course; but, companies sharing “green” knowledge with companies from different industries which offer solutions symbiotic with their own innovations.

The government in China plays a key role and is dedicated towards engaging green technology and services. Yet despite good intentions from both the private and public sectors, there is still a steep hill to climb before “green” ceases to be a buzzword.

One of the major problems is that it is very complicated. At the layman's level, we still

don't really differentiate between the various types of green technology, markets and industries. At the moment, everything is “green” – different factions batched together without really knowing who they should be interacting with. It will take time before the various groups break-away to form inter-related sub-groups.

Another problem is the method in selling these new services and products. In a meeting recently I was subjected to a two-hour description of lighting solutions by an engineer acting as business development director. Engineers, for all their enviable intelligence, do not make particularly good salesmen and inspire little passion in their work to the non-expert. Yet they understand the full application and usefulness of this new technology. It will take time for such products and services to become sufficiently mainstream so that the engineers can focus on their analyses and salesmen can pretend to know what they're talking about.

Yet despite these teething problems, these are very exciting times for all concerned: engineers, entrepreneurs, corporations, start-up enterprises, inventors, environmentalists... all can contribute to changing how we generate and utilize energy in our world.

A reinventing of the wheel, so to speak; yet one that is greener, eco-friendlier, and just as important in shaping our future world.



*Wind farms are an increasing feature of the Chinese landscape*

# Rethinking Ainu History and Politics for Today



*Dr Mark Winchester graduated from SEAS with First Class Honours in Japanese Studies (and the Margeret Daniels Prize) in 2002. His final year dissertation was on Ainu women activists in the 1970s. He then continued this interest through postgraduate study in Japan, achieving in 2008 the difficult feat of graduating with a PhD from Hitotsubashi, one of Japan's most prestigious universities. Here he analyses some of the current issues around the identity and politics of Japan's indigenous Ainu people in the context of recent political changes in Japan.*

The success of the DPJ in the 2009 August election stimulated a wave of public debate in Japan's intellectual media. Much of the debate focused on the following question: To what extent did the new government represent a split from the past and, if so, what was the nature of that split? Do the new government's seemingly more liberal policies merely represent the placebo of a compassionate public authority as the more general neoliberal consensus of global politics regroups after the initial shock of the financial crisis?

Many of the issues involved in the debate are familiar in the fields of Japan and Asian Studies: How will Japan organize its economy in an era of low growth? What will be the fate of the US-Japan Security Treaty and base relocation in Okinawa under the new "autonomous foreign policy"? At the same time, however, the change in government stimulated change in other areas of policy making that are often left unmentioned in terms of

national politics. One of these areas is Ainu policy.

Having already written in English on the subject, I was invited by the journal *Gendai Shiso* (Contemporary Thought) to write an article for their February edition on the changes taking place to Ainu policy under the DPJ. I structured the article around 4 main themes: 1) The ratification of the UN Declaration on the Rights of Indigenous Peoples in 2007 and Japan's response; 2) The ways in which the new government has inherited structures of Ainu policy making that were put into place after the LDP's initial loss of a national majority in the 1990s; 3) An analysis of the most recent report on Ainu policy submitted to government by a Council of Experts in July 2009, and 4) The need to stress that this and any discussion of Ainu politics must be situated within a broader historical and even philosophical framework concerning the arrested nature of the Ainu's place within Japanese modernity, as well as the

contemporary ramifications of this fact.

As a point of entry into this broader discussion I arranged my arguments around a reconsideration of the work of an Ainu poet and critic, Sasaki Masao (1943-), who was active in the early 1970s and penned some of the most idiosyncratic and critical writing on Ainu issues that exists.

Sasaki wrote that, after modernity, the fact of one's being 'Ainu' was forever to imply the sense of the Ainu as having become little more than a specific kind of 'situation' (*jokyo*); of having become a kind of harsh and irreversible interpellation rather than a strict sense of individual identity. For Sasaki, after modernity, there was no going back to any kind of pre-modern, autonomous Ainu culture or existence, even if one wished to. To do so would be to retroactively accept, but crucially refuse to recognize the fact that the situation of the Ainu had forever altered and changed.

Sasaki would often say that one thing which constitutes this 'situation' is the image of the Ainu as a forever repressed minority, repeatedly construed as being somehow in need of the governmental protection, aid and respect of others – a direct result of their having been incorporated into Japanese modernity as a people never quite modern nor free enough.

In conclusion to my article I argue that, in many respects, this image continues to shape the conceptualization of Ainu politics and society in Japan and abroad today. It also shapes the DPJ government's new policy proposals which ultimately illustrate the complicity between liberal politics and neoliberal governance, particularly as issues of Ainu self-determination are increasingly short-circuited into notions of Ainu self-responsibility.



*The Chairman and Directors of the Ainu Association of Hokkaido presenting their demands to Hokkaido politicians at a demonstration on 22 May 2008, one month before official recognition as an Indigenous People*

*Samuel Beatson, MSc in Chinese Language, Business & International Relations (2007), writes about his first trip to China and how he has subsequently become a PhD scholarship holder in 2010/11*



# From Being Lost In China to Obtaining a PhD Research Scholarship

I remember my first trip to Beijing in 2005 – I left England with my MP3 player, Chinese lessons and a copy of “Beginner’s Chinese”, grandiosely thinking of myself as a 21st century conquistador.

However, the reality quickly dawned on me. When I was trying to find my contact in a somewhat obscure hotel, just off Dong Si Shi Tiao (a street in Beijing), I found myself lost and only able to say: ‘two cups of beer, please’ and ‘ni hao’. After a few trips back and forth through the *Hutongs*, my kindly taxi driver let me go without having to pay a fare – our communication was not getting us very far. I did not feel at all secure about being able to get back to my accommodation the same evening either!

Not long after, I experienced other unfamiliar and uncomfortable situations. For example, I committed two offences in Chinese business etiquette – turning the teapot spout towards your host at dinner and indulging in the untouched fish dish without insisting repeatedly that the host take the first bite.

I was subsequently chastised by my Chinese business partner at the time (we were in fact on a mission to promote the University of Sheffield at several schools and universities in and around Beijing). It occurred to me some months later that I should apply to the University’s own MSc in Chinese Language, Business and International Relations course.

The warmth within the department itself made me realise that SEAS, although small, is a leading department of the University in its own right. If there is one word that could sum up the SEAS courses, it would be ‘empowering’. I believe I can speak for my co-graduates in saying this as well. Whilst I perhaps felt somewhat without purpose at the start, I soon realised the work we were undertaking was meaningful, congruent with the times and all the while with our futures being given great consideration.

Teaching staff seemed to have a real



*Samuel Beatson with his children near the “Bird’s Nest” Stadium in 2008*

enthusiasm. The professors had smiles on their faces and they actually seemed to like the subjects they were teaching! I had rarely come across this phenomenon in my previous (and much larger) department. There was a professional and even corporate atmosphere within the department, challenging and somewhat competitive; yet I also sensed core values of compassion, support and community.

Since graduation, I have had the chance to put my new language skills to the test. I returned to Beijing and attended the Olympics in 2008. Seeing the UK cyclists take gold medals live in the Velodrome was a marvellous experience. I also had the opportunity to explore other cities as Hangzhou, Tianjin, Shanghai, Xi’an, Nanjing and Shaoxing. This time there were no communication difficulties whatsoever.

In 2009, I was able to use knowledge gained from the Chinese Business and Management module to assist a daughter company of a large private enterprise to negotiate a contract concerning the international development of the Laura Ashley chain in China. For the same company, I have carried out an investigation as to whether “Holland and

Barrett” could be propagated as a retail business in Shanghai and several other strategic locations. Moreover, I have completed various projects which require translation into English and specialist editing. As a specialist medical editor for pharmaceutical companies who regularly publish patents in Chinese, I am able to help Chinese scientists to get medicines and research approved, for example, to help Tibetans who have a higher incidence of serious problems with their eyes due to the oxygen content in air and height above sea level at which they live. Dealing with cutting edge research which you know will benefit others is exciting and carries momentum.

In order to contribute back to the field academically and explore an area of personal and professional interest, I decided to go on to further study about Chinese business and economics. I was awarded a PhD scholarship for three years of research in another of the UK’s top universities in 2010. It should be pointed out that this opportunity was made available to me through the SEAS alumni email list maintained by Dr Sarah Dauncey. Thanks to SEAS I have been able to move my life and career forwards!

# Nurturing the Next Generation of East Asia Experts: The Challenges of Fieldwork

Two SEAS research students report on their doctoral fieldwork in East Asia.

## Mark McLeister

As a SEAS PhD student and a White Rose East Asia Centre (WREAC) studentship holder I was fortunate enough to have the opportunity to spend a year in China conducting ethnographic fieldwork on church-state relations. Having worked in China previously I was excited to get back and adopt my new role as (amateur) anthropologist. After my initial arrival I

began familiarising myself with my fieldwork site and the local library which was a good place to start locating local publications. Because my project involved extended periods of participant observation, the first few months were predominantly spent making and establishing relationships with potential participants. As relationships developed I tentatively began to set up interviews and

was surprised at my own nervousness in picking up the phone to call people that I had already got to know. Although I had read much about interview techniques and the need to put the interviewee at ease, I seemed to be more apprehensive than those I was interviewing.

I tried to be prepared and plan all stages of my fieldwork, but there were times when I simply had to make the most of a situation. On two occasions as I began conducting an interview, a nearby restaurant or business opened for the first time and the sound of firecrackers made it impossible to record the interviews. On another occasion an elderly lady who I had only spoken to twice before took me to see two different people who I thought would be impossible to locate and I was able to conduct impromptu interviews. As I return to the UK I can say that overall it has been a great opportunity to apply and adapt to my situation what I spent months learning about in RTP courses, seminars and books. For those hoping to conduct research in China in the future, I thoroughly recommend the highly readable 'Doing Fieldwork in China' edited by Maria Heimer and Stig Thøgersen.



Mark McLeister is welcomed on his first visit to a church in the autumn of 2009. The girl is one of about 25 children who attend and take part in the life of the church



Aimee Richmond at the entrance to the obakeyashiki at Yomiuriland amusement park in Tokyo

## Aimee Richmond

My WREAC scholarship began in 2008, and I completed an MA in Japanese Studies at

the University of Leeds before joining SEAS in 2009 as a PhD candidate. My research topic is the transnational nature and reception of contemporary Japanese horror film, and since April 2010 I have been based in Tokyo at Waseda University.

This year in Japan has been central in helping me to consolidate my ideas and research framework, and everyday I feel like I learn something which I would never have learnt from a book back in England. My time here so far has mostly been spent immersing myself within the zeitgeist of Japanese horror film, attending screenings and talking to audiences. However, with a research topic such as mine even everyday conversations with people tend to become a form of fieldwork.

Most recently I have been researching a paper for the Impure Cinema conference at Leeds Art Gallery. It concerns the cross-fertilisation between *obakeyashiki* (Japanese ghost houses) and

contemporary Japanese horror film, so I've been making frequent trips to *obakeyashiki* both to experience them myself as well as to observe other people's reactions.

If I had to sum up my experience of fieldwork so far, it would be that things rarely go to plan, and often, the best opportunities are the ones that you don't plan for. My most useful trip so far was to the world's largest *obakeyashiki*, the 'Haunted Hospital' at Fuji Q Highland, not for the experience itself, but for the three hours spent in the queue listening in to conversations that naturally arose within the context of the situation.

I never thought that, one day, I would be getting funded to be scared witless and to watch other people being scared! Future fieldwork, however, is scheduled to be less scary, with trips to film festivals and interviews with directors and producers planned for the coming year.

# On the Campaign Trail in Rural Japan

*SEAS student Jamie Rhodes gains an insight into Japanese politics by taking part in a national election at the grass roots while he spends his Year Abroad.*

When I first began studying Japanese at the University of Sheffield, I never thought that two years later I would be stood next to a Japanese political candidate, surrounded by news crews and reporters. During the summer of 2010 I was given the chance to go to the prefecture of Nagano in Japan to take part in the 22nd upper house elections as a volunteer, and see firsthand for myself what it was all about, and so there I was.

My interest in Japanese politics grew as I studied the language. Originally being more interested in Japanese history, as I read more and more about the oddities, complexities and idiosyncrasies that make up Japanese politics, I became hooked and so when the chance came to take part in it myself, I jumped at it.

The candidate himself was 32 year old Mr Yousei Ide, the grandson of famous politician Ichitaro Ide and nephew of another, Shoichi Ide; clearly politics runs in his blood. The party was 'Your Party', a newly created splinter party vying to make big waves in the election and succeeding in rising in the opinion polls under the guidance of its charismatic leader and founder, Yoshimi Watanabe.

Once I arrived in Nagano I instantly fell in love with it. Its towns and cities are nestled between huge mountains, with forests and rice fields outnumbering urban landscapes. It came to be known by the rest of the world as the location of the 1998 winter Olympics, and standing there it was obvious to see why it was chosen.

Life on the campaign trail was an intriguing but truly enjoyable experience. The days were long and hard; I worked on average 12 hours per day, but the experience and pure excitement I gained from it far outweighed any negatives. The days were spent either with the candidate himself, driving from city to city for him to deliver speeches whilst the volunteers handed out leaflets etc., or driving around in one of the "information cars", waving all day at sometimes confused people to promote the candidate whilst information sounded out from a loud-speaker atop the car.

Wherever I went or whatever I did I always

felt like I gained something from it. I met many local politicians, and even some national ones, and heard their personal views and experiences of Japanese politics first hand. I saw the way that local people interacted with politics and the views that they shared. Also from the perspective of my language learning I learnt a great deal not only in terms of specific "political terms" but having the chance to meet such a wide variety of people in a differing array of situations in such a short space of time really pushed me into learning more and more.

I think that what most sticks in my mind are the times when everybody returned back to the election office every night after a long day. There was a real sense of

togetherness and warmth between everyone that I'll never forget. Also watching the nightly news together with everyone and seeing reports on Mr Ide was both exciting and tense.

I arrived in Nagano as somewhat of an outside observer, wanting to see what a Japanese election was like, but I left as a fully fledged supporter for Mr Ide and his party, believing strongly in what he was saying and wishing his victory perhaps as much as he did, such was the intensity of the experience. Every single person at the election office was so kind and warm to me, so when on my final night I received a standing ovation from them, I felt not only very humbled but also close to tears. I will never forget the time I spent in Nagano.



*Jamie Rhodes in front of the election office*

# Law and Finance: The Case of Stock Market Development in China



*Dr Zhang Zhong, Academic Research Fellow at the White Rose East Asia Centre, talks about his recent research on the stock market development in China and how China's experience poses a challenge to the "law and finance" theories.*

Since the Shanghai and Shenzhen Stock Exchange were opened in December

1990, the stock market in China has been growing exponentially. It has now become one of the top markets in the world, no matter if it is measured in market capitalization, funds raised through initial public offering (IPO) or total values of shares traded. For example, the amount of funds raised through IPO ranked No.2 in 2008 and No.1 in 2007, 2009 and 2010. This rapid growth has been achieved while law and investor protection in China is generally perceived as exceedingly weak. According to the World Bank, China's "rule of law" is below the world's average. Various other studies have also found that investor protection is feeble in China.

The experience of the stock market development in China seems to contradict the influential "law and finance" thesis, which maintains that strong investor protection is a prerequisite for a strong stock market. Indeed, some scholars cite the case of China as a counterexample. Basically, the logic underpinning the thesis is that investors would not part with money and a stock market would not survive, unless they are assured of protection of their investment. However, if the stock market in China can grow into such a substantial stature whereas investor protection is weak, the validity of the claim could be questioned. Is the "law and finance" thesis indeed incorrect? Or is China just an inconvenient outlier case? Or is law regarding investor protection in China actually not weak?

To answer these questions, my research examines the growth history of the stock market and the evolution of legal protection for investors, and investigates the relationship between them. The main findings are that, before the early 2000s, investor protection was extremely weak, but the market grew rapidly. Investor protection by law was virtually non-existent when the stock exchanges were first set up and, despite the fact that regulations were gradually put into place, remained extremely weak before the early 2000s. Investors were vulnerable because

of widespread fraud, flagrant "asset stripping" and audacious market manipulation. On the other hand, the market grew rapidly during this period so that the market capitalization/GDP ratio reached nearly 50% in 2000, a figure that had been re-claimed only in 2007.

However, between 2001 and 2005, the market ran into big trouble. Share prices plummeted, investors withdrew from the market in droves, equity trading sharply declined, fund raising activities came to a halt and the whole securities industry was in red. The market was at the brink of collapse. The government had to intervene forcefully to overhaul the regulation. Strict rules were introduced, misappropriated funds were returned, information disclosure was enhanced, and the mess of securities companies was cleared up. Also the Criminal Law was revised to impose criminal liability on some misbehaviour and some crooks were sent to prison. As a result, investor protection both on paper and in action had improved considerably during this time. Since 2006, the market has seen a massive new wave of growth.

Two points are drawn from these findings. First, it seems that stronger investor

protection follows the growth of the market rather than the other way around. Second, law cannot be dismissed as irrelevant, because the growth since 2006 occurs when investor protection had been improved. Overall, the "law and finance" thesis cannot be claimed as incorrect and China is not a counterexample. To the contrary, my research provides anecdotal evidence that law is important to the stock market development. On the other hand, my research adds details or nuances to the "law and finance" thesis by pointing out the sequence between investor protection and market growth. The experience of China seems to indicate that the initial growth leads to improved investor protection, which in turn lays a foundation for further growth.

Lastly, my research touches on the questions of why the market in China could grow at the early stage when investor protection was weak, and why investor protection has been able to improve. My arguments are that the answer to the first question lies in the theories of behavioural finance and the second has much to do with stock market politics.



Shanghai Stock Exchange

Following a review by the University's Faculty of Social Sciences, SEAS took the decision in 2009 to withdraw from its distance learning activities and concentrate on in-house provision. With summer 2010 seeing the final teaching residentials held for the DL MA courses in Advanced Japanese Studies and Japanese Language and Society, Dr Thomas McAuley looks back over his involvement with the programmes.

# End of an Era in Distance Learning

I first got involved with distance learning soon after I joined SEAS in 1997, and over the past 12 years it has grown to be the major part of my job, as I've gone from simply teaching on the MA AJS course, to overseeing the School's DL activities as we wind down the programmes. It's given me a different perspective on teaching, experience of developing and using on-line learning and teaching technologies, as well as the frustrations of having to grapple with all the administrative details that keep a complex programme running. Over the years, I've helped a large number of people, based in many countries throughout the world, improve their Japanese-English translation abilities, their cultural competence and awareness, and their academic and research skills, too.

For many of our students, the experience of doing the DL MA was literally life-changing – opening the door to new careers, enabling them to gain promotion, or take the plunge and go freelance – and among our alumni we count university lecturers, professional translators – both of technical material and literature, organic farmers, airline personnel, military officers, and many others. For all the staff teaching on the programmes, part of the pleasure of the work has been the wide variety of backgrounds from which our students came, the seriousness with which they approached their studies, and their enthusiasm for learning.

Reminiscing with some of my colleagues, I asked them what the single best experience of their time doing DL was, and got the following answers: Dr Angela Coutts, a specialist in the modern Japanese literature, cited meeting one particular student on the MA AJS programme, who took instantly, and ably, to literary study, and who has continued on to do a PhD under Angela's supervision. Dr Rick Siddle, who works on Japan's minorities, mentioned the opportunities to supervise so many excellent MA dissertations, with one student's work on

Japan's late 19th century cartography being a particular favourite. Dr Robert Taylor, our Chinese business expert, referred to the joy of working with students who were actually based in Asia, and so had up to the minute knowledge of the region. Finally, Alison Churchill, now based at the Open College of the Arts, but who founded the DL programme and worked with long-standing SEAS Japan specialist Graham Healey to get it running, mentioned the thrill and excitement of designing and creating something completely new.

Over the years, of course, there have been many memorable events – particularly during the summer residential teaching sessions in Hiroshima – where the staff of our agent, David English House, were determined to show us the variety that restaurants in the city could provide. So, we've eaten in the sedate surroundings of a revolving restaurant high above the International Hotel, been waited on by

mini-skirt clad "Budweiser Girls" at a rooftop beer garden, and been presented with a green salad with raw fish and scattered with cornflakes in an establishment with glass floors, to mention but a few. Equally, we've become almost regulars at a few places we've often frequented, greeted with a polite "O-hisashiburi desu ne" ("It's been a while since we've seen you"), when stumbling in, jetlagged, on the first evening of our visit.

I am, without doubt, going to miss my trips to Hiroshima, but for my part, too, what I'll miss most is the interaction with students – working with them on their translations, seeing their language skills improve, or understanding come, as Japanese suddenly seems to make more sense. As a teacher, and a lover of Japan, I'm proud to have been involved in a programme which has seen more than 400 people, many of whom could not have studied in any other way, get the benefits of postgraduate education and degree.



Dr Thomas McAuley with distance learning students at a meeting

# Teaching Chinese History in the UK

Dr Jeremy Taylor, lecturer in Chinese Studies at SEAS, organised a workshop on 25 September 2010 on "teaching Chinese history in the UK". The workshop, held at the ICOSS Building at Sheffield, involved academics from the Universities of Bristol, Leeds, Lincoln, Manchester, Newcastle and Warwick, as well as other colleagues from SEAS who teach modules on various aspects of Chinese history at both the undergraduate and postgraduate level.

The one-day workshop was funded by the Higher Education Academy, and included discussion on topics such as the use of on-line resources for teaching Chinese history, China-specific skills-building in teaching, and general challenges and issues facing people who teach Chinese history in institutions which do not have easy access to major library collections and archives such as those which exist in London.



*A defendant kneeling in a mixed court room (Image from 'Shanghai Municipal Police' Collection, Historical Photographs of China, University of Bristol)*

At the end of the workshop, it was decided that a network would be set up which will enable other academics who teach Chinese history in universities

around the UK to maintain contact and share ideas, problems and best practice via a web site.

## Farewell to SEAS

As in any academic department, people always come and go. The School of East Asian Studies (SEAS) was sorry to say goodbye to Dr Bhubindar Singh, who has returned home to Singapore to take up a position as an assistant professor in the S. Rajaratnam School of International Studies at Nanyang Technological University. Bhubindar completed his PhD on Japanese foreign and security policies at Sheffield in 2007 and was soon after appointed to the position of Sasakawa Lecturer in Japanese Studies. Everyone at SEAS wishes him continuing success in his new position and looks forward to continuing to work with him in the future.

## 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 visit: [www.sheffield.ac.uk/seas](http://www.sheffield.ac.uk/seas).

### BA Degrees

Most degrees involve four years of study. Those marked with an asterisk take three years.

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Korean Studies  
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Japanese Studies with/German, Russian, Spanish

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Korean Studies and /Management, Music

Korean Studies with Japanese

East Asian Studies and /Music\*

### Postgraduate taught degrees

MA/Diploma/Certificate in Chinese Studies

MA/Diploma/Certificate in Japanese Studies

MA/Diploma/Certificate in Modern Korean Studies

MSc/Diploma/Certificate in East Asian Business

### Postgraduate research degrees

PhD supervision is available in a wide range of subject areas on China, Japan, Korea and intra-regional studies. In addition, scholarships may be available through the White Rose East Asia Centre, and through the University of Sheffield.

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