

Pillow Fights at Lake Biwa

Unexpected Treasures in the DIJ Library

by Ursula Flache

Taking an inventory provides an opportunity to acquire a completely different view of a library – i.e., from a strictly numerical perspective. Armed with an inventory catalog, you slowly work, book by book, through the collection hoping that everything that's supposed to be there is still there. You usually try to concentrate on the shelfmark – you don't want to miss anything – but occasionally your eyes travel upward toward the title and you discover books that you weren't even looking for. The comprehensive mission of the DIJ's collection "German Writings on Japan, Writings on Germany-Japan Relations and Reference Works for Research on Japan" has brought some rather unusual titles into our library.

Do you know Shindai? No? Well, I'm not surprised because Shindai is the Japanese secret teaching about pillow fights between spouses seeking to resolve disputes and reestablish domestic peace and harmony in the marital bed. At least according to the amusing satire *Shindai Sutram: Geheimnisse japanischer Schlafzimmer* (English title: *Shindai, the Art of Japanese Bed-Fighting*). Supposedly written by the Englishwoman Ellen Schumaker, who was instructed in this prurient martial art by the female Shindai master Tomi Nobunuga – guess whose name was adapted for her persona? – this important book outlines for the first time to a wider audience the rules drawn up by Nobunuga as well as the Shindai codex, set out by the founder of modern

Shindai, Lady Hundra, in the year 1910. It contains instructions for the ritual commencement of battle, i.e., the feeling of the battle pillows for foreign objects, followed by the reverent act of opposing sides bowing to each other. The striking techniques are explained, e.g., the migi strikes, migi-ushiro strikes, or the totte strike that tears the opponent's pillow away. Also worth mentioning is perhaps the futa strike that aims for "the mouth and nostrils of the pillow partner" (p. 53). "If this strike leads to the demise of your pillow partner, it is then called the *shinde strike*" (p. 53). While male Shindai warriors should rely more on their brute strength, female warriors are advised to use one of the fifty-two classical deceptive maneuvers as listed by Lady Hundra. A female pillow fighter can trick her opponent, e.g., "by looking at his heels with disgust," "pretending madness," "calling him a pumpkin or a melon," "calling his uncles pumpkins or melons," "by threatening to destroy his collection of nest-building birds," or "by reciting an unfavorable horoscope" (pp. 98–99). Should she manage to distract her pillow partner with one of these tricks, she can execute a well-aimed blow. The book is richly illustrated, thus enabling the reader to get an impression of what



The Kabuki play "Sukeroku," as interpreted by the Takarazuka ensemble (from the 1938 theater program)

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A guide to the “harmonious development of strength” for occidentals

Shindai looks like in “real life.” The battle can only be fought in the bed-chamber and, naturally, it finishes in bed in a “state of heightened harmony” (p. 34).

Every inhabitant of Tōkyō knows about Hachikō, the trusty dog immortalized in a small bronze statue at Shibuya train station, but did you know that Hachikō was an Akita-ken (aka Akita-inu)? And there’s even a book written in German whose 168 pages are exclusively dedicated to this breed of dog. Its title is *Akita Inu: Ein faszinierender Japaner* [Akita Inu: A Fascinating Japanese], and each page relates the enthusiasm for the breed of the author, Angelika Kammerscheid-Lammers. The book gives detailed information about the Akita standard, i.e., how the ideal Akita-ken should look. Illustrations demonstrate the correct tail posture. While color variations of the dogs in Japan are white, red and brindle only, the European color range is much wider. And in the event that you discover a soft spot for these cuddly four-legged friends during your perusal of the book, on the last page you can find a list of breeders organized in the German Akita Club.

Glittery costumes, dramatic gestures and romantic plots – that’s Takarazuka. In Japan this all-female ensemble is the epitome of glamorous, Western-inspired revue theater. The women that play male roles are especially adored like pop stars. Yet, there were other phases in the history of this theater group, as can be seen from a German-Italian theater program titled *Takarazuka: Maedchen Oper: Freundschaftsgastspiel für Deutschland und Italien = Takarazuka: Figlie-Opera: Missione d’arte ad amicizia tra Italia e Germania* [Takarazuka: Girl Opera: Guest Performance in Germany and Italy]. A page inside the program shows that on November 23, 1938, the Takarazuka the-



„Kappore“, a folk dance (Takarazuka guest performance in Germany and Italy, 1938)

ater company gave a benefit performance for the “Winterhilfswerk des Deutschen Volkes” [German People’s Winter Aid Campaign] in Berlin’s Theater des Volkes under the patronage of the Imperial Japanese Ambassador Ōshima Hiroshi and the “Reich Minister for Public Enlightenment and Propaganda Dr. Joseph Goebbels.” The program was much in tune with the times: it included passages from warlike Kabuki dramas such as the “Soga Brothers,” folk dances, and poetic scenes of the four seasons. Western costumes are rare in the program’s many photos. Rather, the show seemed to have resembled a performance of traditional Kyōto *maiko* (future geishas). Only the large stairs for the final number was already an integral part of any show, even back then. For the grand finale the girls assembled on stage dressed in historical costumes and kimonos and waved little flags: Italian, Japanese and those with swastikas.

Would you have thought that Japan won the Russian-Japanese war because the Japanese soldiers had mastered the art of jujitsu? At least this is what the author Hojo Takuji implies. For him, the source of Japanese supremacy lay in the training of the soldiers in the “harmonious development of strength in a physical and spiritual context” (p. 5), otherwise known as jujitsu. Hojo, a professor of jujitsu, introduces the Germans to this martial art with his book published in 1906, *Die Kunst der Selbstverteidigung bei tätlichen Angriffen nach dem japanischen Dschiu-Dschitsu: Eine ausführliche Beschreibung, wie die Japaner durch geschickte Handgriffe und ausgesuchte Vorteile selbst den stärksten Gegner zu überwinden vermögen* [The Art of Self-Defense against Violent Attacks according to the Japanese Jujitsu: A Comprehensive Guide to How the Japanese Are Able to Conquer Even the Strongest Opponent through Skilled

Handgrips and Exquisite Advantages]. Hojo, to his mind, sought to enlighten the occidentals on the subject of “Dschiu-Dschitsu” as a means of returning on behalf of the Japanese “a small favor” for “occidental culture,” whose ideas had enriched Japan and the whole world (p. 5). The guidelines are very detailed. The correct diet for students of jujitsu is outlined, exercises for strengthening the body, such as hardening the edge of the hand, and, finally, instructions for one-on-one combat. Hojo recommends learning the “jacket sleeve trick” (p. 48) and the “shoulder trick” (p. 61), and the book even illustrates the “come-along-now” grip used by Japanese police. Photos of serious-looking men in suits and bowler hats or at times in sporty knickerbockers animate us to join in. Unfortunately, we are prevented from finding out how jujitsu can be used in day-to-day situations because the DIJ library’s copy of the book ends on p. 82 at the beginning of the chapter “Der Kampf mit dem Verbrechen” [The Battle against Crime].

Famous for its picturesque landscapes, recited in poems, and immortalized in pictures, Lake Biwa is familiar to most students of Japanese Studies as the motif for the “Eight Views of Lake Biwa” (*Ōmi hakkei*). A completely different “ninth view” of the lake, namely that from the perspective of the paleolimnologist, is offered by *Die Geschichte des Biwa-Sees in Japan* [The History of Lake Biwa in Japan] written by Horie Shoji. This book attempts to trace the development of the largest Japanese inland lake with the help of a 1400-meter deep-drilled core. We learn why a ton of dynamite was necessary “to examine Lake Biwa deposits” (p. 33). Endemic specimens as well as microfossils from Lake Biwa sedimentation are explained, and even the “influence of the environment on

the particle size distribution in the lake deposits" (p. 225) is discussed. Admittedly, for a layperson it is difficult to appreciate fully the "discussion of discordance in the 1400 meter sediment sequence" (p. 122). Still, we do learn that Lake Biwa must have been created "almost 3 million years ago in its current location" (p. 71).

Ästhetik aus dem Land des Lächelns [Aesthetics from the Country of Smiles] – what an auspicious title! Is it perhaps a volume of illustrations of traditional Japanese house interiors, watercolors or ceramics? Worn out by stocktaking this librarian reached for the volume with great expectations. But the subtitle makes her pause: *Die japanische Schule des ...* [The Japanese School of ...] – Zazen? Flower Arranging? Bonsai? No, *Die japanische Schule des perfekten Zahnersatzes* [The Japanese School of Perfect Dental Prosthesis]! Each page is filled with pictures of open mouths, flesh-colored pharynxes, bloody stumps and teeth badly in need of repair. A book not to be read before dinner (and most decidedly not afterwards either). Ever smiling are the ladies of the second chapter, which bears the florid title "Harmonie mit der Lippe" [In Harmony with the Lips], but the fourth chapter "Behandlung schwarzer Dreiecke im Oberkiefer-Frontzahnbereich" [Treating Black Triangles in the Upper Jaw-Frontal Teeth Area] goes into great detail. The numerous color photos allow us to follow each stage of the operation – step by step to the last photo: a beautiful set of teeth for you to firmly gnash and grind with for evermore!

As you can see, in accordance with the far-reaching mission of its collection, the DIJ library as a specialist library accumulates many books that are perhaps for many "beyond the realm." The books described above as well as approximately 11,000 other volumes – covering less remote topics! – may be viewed Mondays to Fridays from 10 a.m. to 4 p.m. in our reading room. Our OPAC (<http://dijbib.dijtokyo.org/>) lists not only titles of books and periodicals but also contains Japan-related articles in books and periodicals.

By the way, the inventory led to the most pleasing result that since the establishment of the library only 0.52 percent of the collection has gone missing.

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DIJ EVENTS

Conference

Information and Communication Technologies in Japan, Germany and the U.S. – Institutional Frameworks, Competitiveness and Learning Processes

(Tōkyō, October 24–25, 2003)

Information and communication technologies have changed both daily life and the structures of whole industries and relationships between companies. The latter two aspects were the focus of this conference, which was organized by the DIJ and the Center for Japanese Studies at the University of Marburg. The conference was part of a joint research project of both institutes and was supported by the German Federal Ministry of Education and Research, the Japan Foundation and TÜV Rheinland Japan.

The conference was divided into two parts: The first day addressed institutional conditions for successfully creating and using information and communication technologies in Germany, Japan and the U.S. Mark Tilton (Purdue University) and Choi Hyeonjung (University of Tōkyō) gave papers

on the institutional framework in Japan, Michael Schefczyk (Technische Universität Dresden) outlined the American development, and Gunter Knieps (University of Freiburg) introduced the specific regulations for certain industries in Germany. The second session of the first day focused on the role of the government and its increasing inability to regulate. Robert Frieden (Pennsylvania State University) spoke on the U.S., Brigitte Preissl (German Institute for Economic Research, Berlin) on Germany and Cornelia Storz (University of Marburg) on Japan.

The second day focused on the "micro level." The main questions discussed were how have enterprises changed to incorporate new technologies and which competitive advantages have resulted from these technologies. The first section was introduced by Johannes Moenius (Northwestern University), speaking on the role of trade and product complexity for information and communication technologies in the U.S., followed by Christian Schaller (Technische Universität München) who gave a paper on the impact of information and communication on company structures in Germany. Dennis Tachiki (Tamagawa University) spoke on industrial structures and e-commerce in Japan. The following session focused on discussions about the learning processes connected with the introduction and usage of information and communication technologies. Janet Fulk (University of Southern California) introduced case studies from the U.S., Georg Schreyögg (Freie Universität Berlin) related examples from Germany, and Teramoto Yoshiya, Caroline Benton and Mohammad Akhtar from Japan.

The conclusions of the conference were summarized during a panel discussion that included experts from the field (Kurt Heinz, TÜV Rheinland, und Amaya Kyōichirō, Keiki Ltd.). Findings of the symposium shall be published in 2004.

Workshop

Management in Japan – Challenges and Success Factors for German Manufacturing Companies within a Dynamic Environment

(Mainz, October 30, 2003)

The increasing speed of globalization is having a marked effect on the way German companies operate. Against the background of this development,



the Japanese market presents German manufacturers with many different challenges and opportunities. A Workshop at the University of Mainz organized jointly by the DIJ, the Department for Production Management, and the Deutsch-Japanischer Wirtschaftskreis provided a forum for in-depth discussions with representatives from industrial and business sectors on key areas of German activity in Japan, i.e., strategy, organization, and corporate culture. Central issues included the strategies German manufacturers pursue in Japan, the difficulties they face and where they see opportunities. What are the crucial factors for manufacturing success in Japan? The audience was drawn from political, industrial and science sectors. Findings from the event will be published in 2004.

Symposium

The Changing Structure of Labor in Japan – Japanese Human Resource Management between Continuity and Innovation

(Tōkyō, November 21, 2003)

The structure of the Japanese labor market is gradually changing in terms of both supply and demand. The symposium (organization: René Haak) discussed the major supply-side factors, which include for example the rapid influx of women into the labor force, the aging workforce and the trend toward higher education. Additionally, the symposium considered continuity and changes in employment patterns like the expansion of flexible employment models and the specific innovations of Japanese-style human resource management (HRM): for example, the “three sacred treasures” of lifetime employment, seniority promotion (promotion according to age and length of service), and the stability offered by having enterprise trade unions. Special attention was paid to the question of how these three treasures were strategically integrated in an innovative Japanese-style human resource management. Other important questions discussed at the international symposium were: What changes can be observed in the Japanese labor market? What is special about the Japanese-style human resource management in the low-growth era, and what are the responses of Japanese and German firms in Japan under the changing environment? The results of the symposium will be published.

Workshop

E-Democracy in East Asia? How the Internet Affects Politics and Civil Society in Japan, South Korea, and Taiwan

(Tōkyō, December 5, 2003)

New technologies offer new networking opportunities that may affect participation by a broader audience. In which ways do such technologies – especially the Internet – affect political participation of citizens in elections and local government initiatives as well as in NGOs and citizens groups? Which particular tools are employed and how effective are they? These were the questions addressed by participants at this DIJ workshop organized by Isa Ducke. The workshop was part of a comparative research project on these issues, and dealt with the impact of the Internet on a variety of political actors, including political parties and candidates, mainstream and minorities, non-governmental organizations (NGOs), the vast majority of citizens and small citizens’ groups with special concerns.

In two panels, the situation in Japan was compared with her two neighboring countries, South Korea and Taiwan. Both of them are comparable to Japan in terms of access to new technologies and education – the debate centered on the similarities and differences in these three countries regarding Internet use and its impact on political life, and possible explanations for this.

Apart from government policies regarding new technologies, other factors such as the state of democracy and the role of civil society in each country and the ways they interact with new technologies were considered in an extended and lively discussion. Further information including the workshop program can be found on the DIJ homepage.

Joint Symposium with the HWWA

Capital Markets and Corporate Finance in Japan

(Tōkyō, December 11, 2003)

Japan’s financial system has undergone dramatic changes over the past several years. The so-called “Japanese Big Bang” can be seen as a milestone in this unfinished process, and even the direction sometimes seems unclear.

Questions as to whether and to what extent Japan is moving toward a market-based system, and how Japanese and foreign corporations in Japan should deal with these changes must be addressed.

On December 11, 2003, the German Institute for Japanese Studies (DIJ) and the Hamburg Institute for International Economics (HWWA) held a symposium on the current status of these changes with regard to legal and institutional frameworks as well as implications for corporate finance. The symposium sought to provide a venue for discussions between international scholars and practitioners from the financial industry, and utilized thereby a new style of presentation – each paper was followed by comments given by an expert from the industry, as well as a fifteen minute question-and-answer session.

The symposium was held in the center of Tōkyō’s financial district, Ōtemachi Sankei Plaza. It was opened with a welcoming speech given by the DIJ director, Irmela Hijiya-Kirschneireit. The first part of the symposium dealt with “Capital Markets in Japan and Germany” and was opened by Ōsaki Sadakazu (Nomura Research Institute) who spoke on the “Changes in the Japanese Financial System toward a Market-Based System”; Peter Fuchs (Shinsei Bank) acted as his discussant. Horiuchi Akiyoshi (Chūō University) then followed with his paper titled “A Bank Crisis in a Bank-Centered Financial System – The Japanese Experience since the 1990s” and Hendrik Meyer-Ohle (National University of Singapore) provided the commentary. Andreas Nabor (HWWA), coorganizer of the event, reported on “Asian Financial Markets in Competition,” Ōsaki was the discussant of his paper.

The second session focused on the micro level, i.e., corporate finance and bank-firm relationships. Miyajima Hideaki (Waseda University) discussed one side of Japan’s dual industry structure in his paper “Corporate Finance in Large Public Firms in Japan: Did Financial Factors Effect on Corporate Behavior?” and Seki Takaya (J-IRIS) acted as discussant. Ulrike Schaeede (University of California at San Diego) shed light on the other side of the dual economy – the small corporations, with Asada Kōji (Mitsubishi Securities) providing the comments for her paper titled “Small Firm Financing in Japan: The ‘Middle Risk Gap’ and Financial System Reform.” Andreas Moerke (DIJ), another coorganizer of the event, elaborated on “Corporate Finance of Foreign Firms in Japan” – and Shioyama Kazuhiko from the Develop-



ment Bank of Japan acted as discussant. The last paper of the day was given by Sakamoto Tsuneo (Meiji University) and was entitled "Manager Remuneration – Linkage with Corporate Performance and Share Price." Shōda Shigeru from Financial Bridge KK was the discussant.

The symposium is thought as the first in a series that will focus on current economic issues.

Conference

Assertions of Cultural Uniqueness in East Asia

(Kyōto, December 13–15, 2003)

The fourth conference from a series of events on national self-assertion in East Asia took place in Kyōto from December 13 to 15, 2003. Similar to previous conferences, this event united a number of international scholars working on Japan, Korea, and China.

Over three days, the participants, most of whom had been involved in the project previously, discussed the findings from previous events (cf. Newsletter 12, 15, 18) and searched for conclusions. Some new aspects were added to the data already gathered. On the second day of the conference, Marion Eggert (Ruhr University Bochum) discussed questions of self-assertion in Korean travel literature; Wolfgang Seifert (University of Heidelberg) introduced with Takeuchi Yoshimi a Japanese critical voice. Monika Schrimpf (DIJ) looked at New Religions in Japan and the search for spiritual identity and "self." Two presentations by Matthias Zachmann (DIJ) and Shen Zhongqi (Fudan University, Shanghai) covered both Japan and China, namely Japanese policy toward China and Asia during the Meiji period, and methods of self-assertion in Japan and China. Zhan Qing (Fudan University, Shanghai) discussed the Chinese "knowledge" of the West in the late Qing period.

One session was reserved for the review of the edited volume *Selbstbehauptungsdiskurse in Asien: Japan – China – Korea* [Assertions of Cultural Uniqueness in Asia: Japan – China – Korea] (DIJ Monographs, vol. 34), which combines a number of articles from the first two conferences. Critical comments noted, for example, that an arrangement along methodological lines rather than by countries might have been useful.

Thus, a range of cases and their individual interpretations was accumu-



Hosts, speakers, and moderators of the symposium at the Chamber of Industry and Commerce Swabia, Augsburg

lated and available for the third day's discussion of methods and results. Approximately twenty participants and guests joined in the discussions, trying to find common ground. Based on a series of short statements by participants from previous events, the discussions centered on a possible English translation for the concept of *Selbstbehauptungsdiskurse* ("Comparative nationalism"? "Discourses of (cultural) *Selbstbehauptung*"?) as well as the need for clearly defined concepts in order to work with the huge amount of information and to come to general conclusions above and beyond individual interpretations of each case study.

Symposium

Structural Changes of Markets and Industries in Japan – Opportunities for German Enterprises

(Augsburg, January 9, 2004)

The German-Japanese Society of Augsburg and Swabia, the Chamber of Industry and Commerce Swabia, and the DIJ organized a half-day symposium at Augsburg (Germany) to provide first-hand information about recent trends and developments in the Japanese market. The Japanese Consul General to Munich, JETRO Munich and the University of Augsburg supported the symposium. Approximately one hundred people followed the invitation to attend this symposium, which was part of a series of lectures titled "Japan heute: Beobachtungen

und Analysen aus deutscher und japanischer Sicht" [Japan Today: Observations and Analyses from a German and Japanese Perspective]. The lectures are a component of a master's degree program on the "Japanese Economy and Society" taught at the University of Augsburg, and where more than three hundred students are currently studying basic and advanced Japanese.

By combining structural overviews and practical experiences, Andreas Moerke ("Changes in Japanese Automobile Subcontracting Industries – Chances for Foreign Enterprises"), Harald Dolles ("Success and Failure in Day-to-Day Management within German-Japanese Cooperative Ventures – Case Studies from the Environmental Protection Industry") and Armin Radzwill from Böwe Systec AG ("Changes and Difficulties in Entering the Japanese Market by German Medium-Sized Companies") discussed the pros and cons of various approaches of entering the Japanese market. In the second session René Haak ("New Marketing Concepts for Consumer Goods in Japan"), Harald Conrad ("Japanese Senior Citizens as a New Target Group for Japanese Enterprises") and Michael Grandel from Dr. Grandel Ltd. ("Experiences of a Medium-Sized Company in Placing a Product on the Japanese Market") introduced diverse aspects of marketing when dealing with Japanese consumers.

To summarize the contents of all papers: The recession in Japan still acts as a deterrent to German entrepreneurs who are thinking of investing in the Japanese market, however, opportunities are to be found in the changing



Japanese economy: 1) Traditional structures are changing. This offers flexible possibilities for foreign enterprises to enter the Japanese market and for product placement in Japan. 2) Japanese customers are increasingly willing to deal with foreign investors. Industries such as the environmental protection industry, medical technology or life care services are rapidly expanding and offering excellent opportunities. 3) Japan is still the world's second largest economy in terms of gross national income and generates about 60% of the East Asian gross national product. And, lastly, there are indications for an imminent end to Japan's economic recession.

Workshop and Symposium

The Automobile Industry in Japan – Strategic Challenges and New Perspectives

(Berlin, January 12, 2004)

The Automobile Industry in Japan and China – Strategic Challenges and New Perspectives

(Duisburg, January 14, 2004)

Japan and China are two of the most important countries in Asia, with China considered as the region's market of the future. Experts from academe and the business sector discussed new developments in the automobile industry in these countries, and the strategic implications for the German automobile sector at a half-day workshop at the Technische Universität Berlin and at a full-day symposium at the Niederrhein Chamber of Industry and Commerce (Niederrheinische Industrie- und Handelskammer) in Duisburg. Discussions in Berlin centered on developments in the Japanese automobile industry whilst the symposium in Duisburg considered the automobile industry in China.

How is the Japanese automobile industry structured following the significant alliances and take-overs of recent years? How important is the Toyota production system for the development of the Japanese automobile industry? Which strategies are the Japanese and German automobile manufacturers pursuing on the Japanese and Chinese markets? How are the component suppliers positioning themselves? Where are their strategic strengths and weaknesses? Which challenges do joint ventures with Chinese partners face? These were just



Hosts, organizers and speakers of the Berlin workshop on the automobile industry in Japan

some of the key questions discussed in papers given by experts from science, business and politics.

The Berlin workshop was conceived and organized by René Haak and Joachim Herrmann and held on January 12, 2004, at the Production Technology Center (Produktionstechnisches Zentrum) with the support of the Department for Quality Studies (Lehrstuhl für Qualitätswissenschaft) at the Technische Universität Berlin.

The symposium in Duisburg was held on January 14, 2004, and was conceived by René Haak and Helmut Demes. It was organized with the support of the Niederrhein Chamber of Industry and Commerce and the Institute for East Asian Studies (Institut für Ostasienwissenschaften). The following web site contains additional information and the PowerPoint presentations given by the speakers: <http://www.uni-duisburg.de/Institute/OAWISS/symposium.html>.

Since the two events had a different focus and since they were held at two separate venues, they attracted a wide audience with manifold interests. In Berlin, the majority came from administration, the service sector and academe, whereas representatives from small and medium sized business, major industrial companies and politics made up the audience in Duisburg.

DIJ PUBLICATIONS

Japanstudien: Jahrbuch des Deutschen Instituts für Japanstudien,

vol. 15. Munich: Iudicium, 2003, 359 pp. (ISBN 3-89129-378-X)

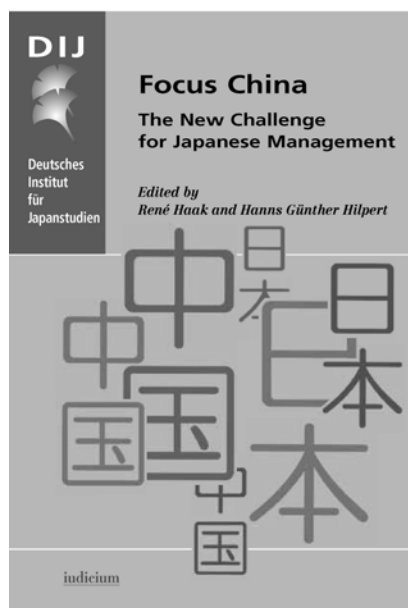
Volume 15 of the DIJ yearbook *Japanstudien* [Japanese Studies] was published in December 2003. Its focus topic is "Misunderstandings in the Encounter with Japan." The aim was to analyze the appearance as well as the solution and consequences of misunderstandings in the encounter with Japan. The underlying assumption was that both in the encounter between Japan and other countries, and within Japan herself, different forms of perception, thinking, feeling, and behavior may collide and that an erroneous perception of the message and its contextual signals can thus lead to misunderstandings. The volume includes seven articles on the focus topic – apart from the introduction –, which can be grouped into the following four thematic blocks: discourses of self-representation, discourses in history, cases from communication and encounter, and micro- and macroeconomic aspects. In addition, the volume includes two miscellaneous articles and reviews of eight books.

CONTRIBUTIONS: I. Hijiya-Kirschner: Vorwort [Foreword] · H. Dolles, I. Ducke: Mißverständnisse in der Begegnung mit Japan – Eine Hinführung [Misunderstandings in the Encounter with Japan – An Introduction] · K. Vollmer: Mißverständnis und Methode: Zur Rezeption der Japandiskurse [Understanding and Misunderstanding the *Nihonron*: Modes of Reception and their Assumptions in the Field of Discourses on Japan] · A. Dudden: Al-



ternative Understandings of Power in Meiji Japan · X. Guillaume: Misdirected Understandings: Narrative Matrices in the Japanese Politics of Alterity toward the West · R. Kowner: Japanese Miscommunication with Foreigners: In Search for Valid Accounts and Effective Remedies · S. Kreitz-Sandberg: Mißverstehen – reflektieren – unterscheiden – erkennen: Zur Entwicklung interkultureller Kompetenz in der japanologischen Lehre [Misunderstanding – Reflecting – Distinguishing – Realizing: Towards the Development of Intercultural Competence in Japanese Studies] · A. Moosmüller: Interkulturelle Routinen in deutschen und amerikanischen Unternehmen in Japan [Intercultural Routines in German and American Companies in Japan] · C. Storz: Globalisierung, Technik, Normen – Warum weichen japanische Unternehmen von internationalen Normen ab? [Globalization, Technology, Standards – Why Do Japanese Companies Fail to Comply with International Standards?] · G. Vogt: Japans Begegnung mit Okinawa: Kulturelle Identität und ihre politische Funktionalisierung [Japan's Encounter with Okinawa: Cultural Identity and Its Political Functionalization] · C. Philippi: Between "Washington Consensus" and "Asian Way": Japanese Newspaper Authors Discussing the East Asian Financial and Economic Crisis of 1997/1998 · Rezensionen [Book Reviews].

René Haak, Hanns Günther Hilpert (eds.): Focus China: The New Challenge for Japanese Management. Munich: Iudicium, 2003 (Monographien aus dem Deutschen Institut für Japanstudien, vol. 33), 232 pp. (ISBN 3-89129-844-7)



In commercial and technological terms, Japan is still the dominant economy in East Asia and the leading source of product, production and management innovations in the region, especially in the automotive and electronic industries. However, China is slowly catching up. The development of bilateral foreign trade, the increase of Japanese FDI and ODA towards China, and intensified financial and technical cooperation illustrate the considerable potential for mutually profitable business. The Chinese market is opening up and Chinese products are gaining in competitiveness in world markets, threatening the incumbent Japanese firms. Japanese and Chinese companies face each other across a changing competitive environment, which is posing new challenges to corporate and business strategies. Within the context of these developments this book gives different perspectives on how Japanese companies are reacting to the challenges and opportunities offered by China. The book is the result of an international conference in Tōkyō entitled "Japan and China: Economic Relations in Transition" which took place in January 2001. The DIJ organized this conference in cooperation with the Fujitsu Research Institute (FRI). The book presents an analysis and an evaluation of the various microeconomic aspects of the Sino-Japanese relationship. By focusing on competitive strategies, investment, economic and business cooperation as well as management activities and strategies and other topics, this book will help to close a gap in the landscape of Sino-Japanese literature at the microeconomic level. It will be a useful tool for students, scholars, and managers doing business in Japan and China.

CONTRIBUTIONS: I. Hijiya-Kirschner: Foreword · R. Haak, H. G. Hilpert: Introduction · J. Raupach-Sumiya: Chinese Firms as Emerging Competitors of Japanese Firms · S. Tejima: Japan's Manufacturing FDI in China – Its Characteristics in Comparison · H. G. Hilpert: Sōgō Shōsha Quo Vadis? The Strategies of the Japanese General Trading Houses in the Chinese Market · S. Itō: Human Resource Management in China · D. B. Fuller: Playing the China Card: The China Strategy of the Taiwanese Electronics Industry and the Japanese Response up to 2000 · C. Hirt, U. Schneider: Risk and Motivation in Sino-Austrian Joint-Ventures in China · R. Haak: Japanese-German Business Collaboration in Third Markets – the Case of China · H. Dolles, N. Wilking: The Trust Factor in Chinese-German

Joint Ventures: Implications for Japanese Co-operative Ventures in China.

Andrea Germer: Historische Frauenforschung in Japan: Die Rekonstruktion der Vergangenheit in Takamure Itsues „Geschichte der Frau“ (Josei no rekishi) [Historical Women's Studies in Japan: The Reconstruction of the Past in Takamure Itsue's "History of Woman" (Josei no rekishi)] (Monographien aus dem Deutschen Institut für Japanstudien, vol. 35). Munich: Iudicium, 2003, 419 pp. (ISBN 3-89129-504-9)

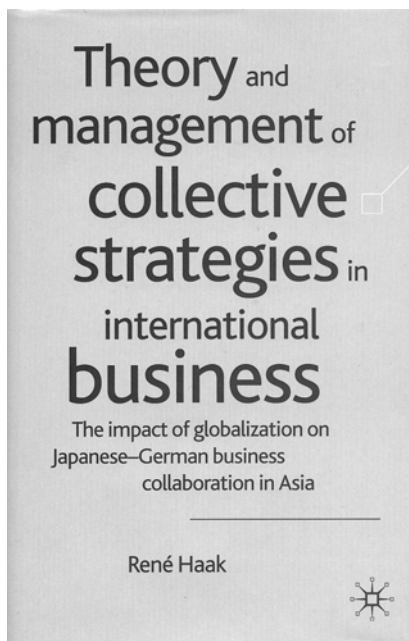


This volume offers a thorough introduction into the field of women's history in Japan and presents a close analysis of one of its earlier classics, "A History of Woman" (*Josei no rekishi*), authored by Takamure Itsue (1894–1964). Moreover, the international outlook of this book offers approaches and material for comparative women's historiography as well as feminist theory and contributes to a history of science in modern Japan.

Takamure Itsue figures as one of the most important early authors of women's history in Japan and, equally important, she is known as a highly controversial political actor within the Japanese women's movement and beyond. With this volume her life and oeuvre are for the first time presented in monographic form in a European language. The recognition of Takamure's works and those of other female thinkers within a history of ideas of modern Japan is only just beginning in western Japanese studies. Its further evaluation forms an essential basis for an understanding of Japanese modernity, its specific constellations of conflict, and its chances.



René Haak: Theory and Management of Collective Strategies in International Business: The Impact of Globalization on Japanese-German Business Collaboration in Asia. Basingstoke: Palgrave, 2004, 217 pp. (ISBN 1-4039-1127-4)

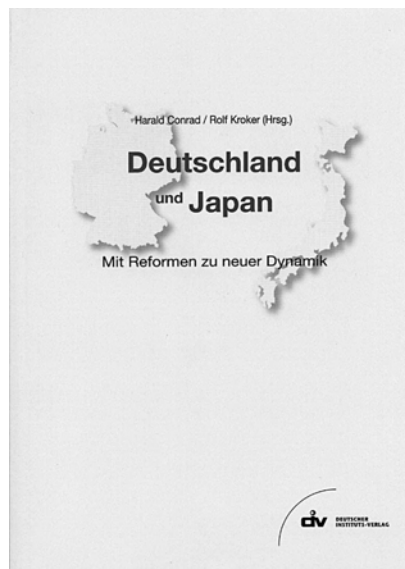


In the wake of globalization, international management has gained in importance as a decisive element behind the success of a business enterprise. However, little is known about the collective strategies between two foreign firms in an overseas market.

This book discusses the theory of collective international strategies and the adaptation of Japanese and German companies to the changing conditions of global competition due to third market business collaboration. René Haak analyzes the management style of Japanese-German business collaboration in Asia on a strategic and operative level and offers advice for the success of international collective strategies, outlining what we can learn from Japanese-German companies in Asian markets.

Harald Conrad, Rolf Kroker (eds.): Deutschland und Japan: Mit Reformen zu neuer Dynamik [Germany and Japan: With Reforms to New Dynamics]. Cologne: Deutscher Institutsverlag, 2003, 200 pp. (ISBN 3-602-14633-2)

For almost a decade both Japan and Germany have been experiencing persistent low levels of economic growth. The diagnosis is clear: Japan and Germany are stuck in their impetus for reform. What reforms are necessary to return to a stable growth path? This



question was the focal point of a joint symposium of the DIJ and the Cologne Institute for Business Research (Institut der deutschen Wirtschaft Köln, IW), which was held on April 8, 2003, in memory of Horst Waesche, a long-time member of the board of Hoechst and Aventis and a former member of the DIJ's advisory board, who died suddenly in March 2002.

The book contains the highly up-to-date papers of this symposium, focusing on four areas (mergers and acquisitions, social security, labor market policy and business financing), which are of special importance with regard to the ongoing reform discussions in both countries.

CONTENTS: S. Ortseifen: Grußwort [Greetings] · H. Conrad: Einleitung [Introduction] · M. Frühauf: Würdigung des Japan-Engagements von Horst Waesche [Horst Waesche's Engagement in Japan] · G. Fels: Deutschland und Japan: Vereint in der Unfähigkeit zu Reformen? [Germany and Japan: United in their Inability to Reform?] · A. Moerke: M&A in Japan – Eine Bestandsaufnahme [M&A in Japan: An Overview] · K.-W. Schatz: Unternehmenskooperationen und Fusionen – die deutsche Perspektive [M&A in Germany] · H. Conrad: Japans soziale Sicherungssysteme im Wandel – Im Spannungsfeld von partiellen Korrekturen und strukturellen Reformen [Japan's Social Security System between Partial Corrections and Fundamental Reform] · J. Pimpertz: Soziale Sicherung – die deutsche Perspektive [Social Security – a German Perspective] · F. Waldenberger: Japans Arbeitsmarktlage und Arbeitsmarktpolitik aus deutscher Sicht [Japan's Labor Market and Labor Market Policy from a German Perspective] · H. Schäfer: Mit Reformen zu neuer Dynamik: Arbeits-

marktpolitik – die deutsche Sicht [Labor Market Policy – a German Perspective] · W. Pascha: Unternehmensfinanzierung in Japan zwischen Kreditklemme und Strukturwandel [Business Financing in Japan between Credit Crunch and Structural Change] · K. Lichtblau: Unternehmensfinanzierung – die deutsche Perspektive [Business Financing – a German Perspective] · G. Fels: Schlusswort [Final Remarks].

REPORTS ON CONFERENCES

Second Workshop of Japanese and Korean Media Representatives

The Influence of the Mass Media on the Mutual Representation of Japan and South Korea

(Seoul, October 11–12, 2003)

Japanese-Korean relations have been the focus of attention for several years, both in a positive and negative sense. While the problems between Japan and the Democratic People's Republic of Korea (North Korea) appear difficult to resolve in the near future, the developments in Japanese-South Korean relationship are manifold. The cohosting of the FIFA World Cup 2002 was the climax of Japanese-South Korean reconciliation, which had begun with the presidency of Kim Dae-Jung, but the resurgence of the history textbook controversy in 2000/2001 also signaled that basic issues remain unresolved. It appears as if Korean interest in the Japanese dealings and approach toward history is declining in general, but the next round in the textbook controversy expected for 2004/2005 will again be a test for Japanese-Korean relations. Within this context, media do and will play a crucial role for the Japanese-Korean relations and for the mutual perception of neighbors. Thus, media coverage of coming events will be a decisive factor when it comes to the question of whether the textbook controversy will again escalate and affect Japanese-Korean relations, or whether the "future orientation" (*mirai shikō*) will irreversibly become the basic guideline for Japan and South Korea.



In view of these developments, a project of Prof. Cho Kyuchool from the Korean University of Foreign Studies in Seoul aims to promote communication between media representatives from Japan and Korea, to exchange media representatives and academics, and thereby work against stereotype media coverage that affects Japanese-Korean rapprochement. Within the framework of this project, which is supported by the Japan Foundation, the second workshop was held on October 11 and 12, 2003, at the Japanese Cultural Center in Seoul. Sven Saaler from the DIJ participated in the workshop and presented a paper on the role of "history" in Japanese-Korean relations. Based on a quantitative contents analysis of a large Korean newspaper's online archive, he described a recent decrease in interest in Korea for questions relating to Japan and history and the Japanese handling of history over the past years. Considering that the textbook controversy is currently in intermission, and also considering the effects of the FIFA World Cup 2002 that are still positively affecting Japanese-Korean relations, this trend could, however, be reversed in the near future. Still, even at the height of the textbook controversy in 2000/2001, changes in Korean coverage of developments in Japan could be observed that indicate a more objective coverage of events in Japan. Korean media increasingly try to differentiate in what they call "right-wing historical revisionism," and the historical views of the majority of the Japanese people, which in general does not agree with revisionist ideas, as Sven Saaler demonstrated by using recent opinion polls. The reemergence of the textbook problem as expected for 2004/2005 will, however, be a major landmark for the future development of Japanese-Korean relations. Shimokawa Masaharu from the daily Mainichi Shinbun and former correspondent in Seoul gave an overview over the media's role in postwar Japanese-Korean relations and the history of mutual representation in the other country's media. In his presentation the organizer of the workshop, Cho Kyuchool, analyzed recent trends in Japanese-Korean exchange, such as tourism, science, culture and sports, and noticed a huge increase in exchange activities as well as increasing popularity of the neighboring culture in Japan and South Korea. Kohari Susumu (Shizuoka Prefectural University) analyzed media coverage of recent events in Korean newspapers and identified deficits on the side of Korean media coverage, which contribute to anti-Japanese sentiment in the Korean population.

After each presentation, media representatives and other participants voiced statements that were then followed by lively discussions. Attendees included the Seoul correspondents of Kyōdō Tsūshin, Sankei Shinbun, Tōkyō Shinbun, Asahi Shinbun, Asahi TV from the Japanese side, as well as former Tōkyō correspondents from Munhwa Broadcasting Corp. (MBC), Dong-A Ilbo, Chosun Ilbo from the Korean side. Discussions proved very fruitful and were very objective, demonstrating the high degree of consciousness about the problematique among media representatives. However, many questions were left unanswered and there are still many highly controversial topics that will be discussed at the third workshop, which is planned for 2004 in Tōkyō. Until then "history" in Japanese-Korean relations will certainly increase in importance, and it is thought that there will be more than enough topics for discussions on what may prove to be an ongoing venture to contribute toward Japanese-Korean reconciliation, not only on a political level but also among media groups.

BOOK REVIEW

Christian Uhl: Wer war Takeuchi Yoshimis Lu Xun? Ein Annäherungsversuch an ein Monument der japanischen Sinologie [Who Was Takeuchi Yoshimi's Lu Xun? Exploring a Monument of Japanese Sinology]. Munich: Iudicium, 2003 (= Iaponia Insula: Studien zu Kultur und Gesellschaft Japans, vol. 11), 499 pp. (ISBN 3-89129-820-X)

The book under review deals with a literary study the Sinologist and cultural critic Takeuchi Yoshimi (1910–1977) wrote on the Chinese writer Lu Xun (1881–1936), which was published by Nippon Hyōronsha in 1944 under the title *Ro Jin* [Lu Xun].

The author of the book, Christian Uhl, carefully chose the subtitle since he set himself the task of exploring a monument in more ways than one. Takeuchi Yoshimi himself became a living monument of Sinology in Japan by founding the "Society for the Study of Chinese Literature" (1934–1941) and publishing the influential journal *Chūgoku* at a time when Japan did not (yet) officially acknowledge the existence of the People's Republic of China. His fame as an expert on the life and works of Lu Xun, however, was established with his first longer study,



which, in itself, became a lasting, if not controversial monument to Lu Xun studies in Japan. And indeed, both the author and his book reached an audience well beyond the confines of academe. Takeuchi's *Ro Jin* attracted many readers who did not read the book for its Sinological contents, but for its literary quality and who appreciated it as a representative work of Japanese wartime literature. Takeuchi actively participated in the debates of postwar Japan, namely the debate on "overcoming modernity," with his contributions on cultural critique, and at times he was regarded as one of the most prominent protagonists of the intellectual debate in Japan after 1953.

Notwithstanding the immense intellectual weight attributed to Takeuchi himself and his work *Ro Jin* in the realms of Sinology as well as in Japanese intellectual history, until recently no single study has been entirely devoted to really understanding the latter. This may be partly due to the style of Takeuchi's *Ro Jin*, whose subjectivity and occasional arcane diction requires some intellectual efforts on the side of the reader. Some critics have also attacked the work for its seemingly idiosyncratic gleanings from philosophy, namely the conceptual world of Nishida Kitarō (1870–1945). Studies on Takeuchi Yoshimi, which deal en passant with his *Ro Jin*, traditionally let it suffice to present his first major work quasi ex post merely in the light of his latter writings on cultural critique, or else – dazzled by its subjectivity and literary quality – view it as a portrait of the young man as a poet. However, neither of these modes of interpretation offers a plausible explanation to the one question that continues to trou-



ble the reader of this work: who *was* Takeuchi Yoshimi's Lu Xun *really*?

The answer to this question is enfolded in a paradox: Takeuchi understood Lu Xun as the archetype of the tragic poet in the style of Nietzsche's "lonesome wanderer," fighting an unceasing, desperate battle with his self and with the world and, in a frantic burst of creative energy, eventually succumbing to it. Yet, in this very role as a poet, as an "individual writer, always fending for his own," Takeuchi's Lu Xun at the same time embodies "the history of modern Chinese literature *in toto*." How are we to explain this paradox?

Uhl's book leads us to the answer in three steps. The first part of the study deals with the question of who the historical Lu Xun was, and more precisely to determine what Takeuchi's *Ro Jin* eventually made of him. The account of Lu Xun's literary life especially focuses on his reception of Nietzsche, as the latter is central to Lu Xun's writings and heavily influenced Takeuchi's interpretation of Lu Xun, as we have already seen. The second step takes us to an analysis of Takeuchi's intellectual position at the time he wrote *Ro Jin* by reading some of his more prominent previous articles against the predominant ideology of his time, namely the project of "overcoming modernity." In the third part, the reader arrives at the core of this study. The author first describes the image of Lu Xun, as Takeuchi presents it, and the manner he chooses to do so. This is followed by a detailed study of the intellectual currents that shaped Takeuchi's *Ro Jin*, paying special attention to the influences of Nishida Kitarō.

Nishida's concept of the "absolute contradictory self-identity" is the key for understanding the seemingly paradox in Takeuchi's Lu Xun: insofar Lu Xun *as a poet*, fully aware of the opposition between "literature" and "politics," defines himself all on his own, he is capable, through the negation of the opposite, of representing "the whole," of embodying "the history of modern Chinese literature *in toto*." – Closing remarks address the functional relation between form and content of Take-

uchi's *Ro Jin*. The appendix contains a translation of the opening chapter of *Ro Jin* ("On Life and Death").

(Matthias Urs Zachmann)

OTHER MATTERS/ OUTLOOK

Personnel News

Dr. Sven Saaler was appointed manager of the Humanities Section of the DIJ in January 2004.

Dr. Andreas Moerke will succeed Dr. René Haak as manager of the Business and Economics Section of the DIJ with effect from September 1, 2004.

DIJ Symposium

Gender and Nation: Historical Perspectives on Japan

(Tōkyō, June 10–12, 2004)

This international symposium, jointly organized by the DIJ Tōkyō and Hiroshima City University, shall assemble scholars from the fields of history, the social sciences and gender studies from Japan and abroad to rethink and discuss fundamental theoretical questions of the history of gender and nation in Japan, from the late nineteenth century onward. Gendered ways of integrating women and men into the national project differ over time and from nation to nation. We will trace the idea of Japanese women and men's gendered contribution to the nation and the state in historical concepts and representations of nation-building, citizenship, ethnicity, sexuality, work, and everyday life.

For more information, see <http://www.dijtokyo.org>, or contact Andrea Germer (germer@dijtokyo.org) or Ulrike Wöhr (woehr@intl.hiroshima-cu.ac.jp).

Published by: IUDICIUM Verlag GmbH, Hans-Grässel-Weg 13, D-81375 München. Printed by: Strauss Offsetdruck GmbH, Robert-Bosch-Str. 6–8, D-69509 Mörlenbach. Publication dates: each June, October, February; not on sale in bookshops.

