

JSPS-NRCT Core University Program,
The Making of East Asia: from both macro and micro perspectives,
Co-sponsored by the Center for Southeast Asian Studies and
the GCOE Program *Towards a Sustainable Humanosphere*

Workshop on
Popular Culture Co-productions and Collaborations in East and Southeast Asia,
December 10-11, 2008,
Center for Southeast Asian Studies, Kyoto University
(Inamori Hall within the CSEAS complex)

Day 1: December 10th, Inamori Hall, 15:00-17:30

Opening Speech: Kosuke Mizuno, Director, Center for Southeast Asian Studies

Introductory Notes: Nissim Otmazgin, The Hebrew University of Jerusalem

Panel I: Introduction

1. Eyal Ben Ari, The Hebrew University of Jerusalem
“History and Theory in the Study of Cultural Collaboration”
2. Nissim Kadosh Otmazgin, The Hebrew University of Jerusalem
“Popular Culture in the making of a Region in East and Southeast Asia”

Day 2: December 11th, Inamori Meeting Room

09:30-12:30

Panel II: Collaborations in the Making of Movies

1. Robert Efird, Seattle University
“Li Ying’s *Yasukuni* and the Co-production(s) of East Asia”
2. Shim Doobo, Sungshin University
“Media regionalization and co-production in Asia”
3. Lisa Lueng, Lingnan University
“De-scenting/ Dissenting? Tactics involved in Hong Kong-China co-production”

Panel III: Distribution and Reception of Japanese Anime

1. Jean-Marie Bouissou, CERI (Sciences Po)

“Popular Culture as a Tool for Japanese ‘Soft Power’: Myth or Reality? The Case of Manga in Four European Countries”

2. Nakano Yoshiko, Hong Kong University

“Comic Book Diplomacy? : Japan, China and Pop Culture Politics”

3. Kukhee Choo, University of Tokyo

“To be or not to be *Cool Japan?* : Japanese anime industry and international collaboration”

12:20-14:00 Lunch

14:00-17:00

Panel IV: Multidirectional Cultural Confluences and Collaborations

1. Abidin Kusno, University of British Columbia

“Distance Collaborations: East Asian Pop Cultures and the Creole Chinese in the 1980s Indonesia”

2. Ronald Tolentino, The University of the Philippines

“Niche Globality: Philippine Media Texts to the World”

3. Helena Grinshpun, Kyoto University

“Collaborations in the *Starbuckisization* of Japan”

Panel V: Concluding Panel Chaired by Eyal Ben Ari