

# CULCON XVII

January 19-20, 1995

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US-Japan Conference on Cultural and Educational Interchange (CULCON)

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## Joint Statement

The US-Japan Conference on Cultural and Educational Interchange (CULCON), comprised of US and Japanese representatives from a variety of fields including government, business and academia, convened for CULCON XVII at the Japan Foundation headquarters in Tokyo on January 19 and 20, 1995.

CULCON XVII was co-chaired by Mr. Shoichi Saba, Advisor to the Board, Toshiba Corporation, and Dr. Kenneth B. Pyle, Professor of History and East Asian Studies, University of Washington at Seattle.

Since its founding in 1962, initiated by an agreement between President Kennedy and Prime Minister Ikeda, CULCON has continuously reviewed cultural and educational activities linking the United States and Japan, providing advice and recommendations regarding these activities, and seeking out new and creative means of bilateral exchange. In 1991, CULCON agreed to establish working groups that would address the most important of these activities and seek to implement means to their further development. Two working groups were established at CULCON XVI, which took place in Washington, DC in April, 1993: "Undergraduate Educational Exchange" and "Cooperation in Television and Other Media."

CULCON XVII received messages of support from Japanese Prime Minister Tomiichi Murayama and US President Bill Clinton. Ambassador Mondale also greeted the panels and, reflecting sentiments expressed by Prime Minister Murayama and President Clinton at their January 11 meeting in Washington, DC, spoke of the importance of creating close connections between the two countries on an individual level through educational exchange.

At the conference, the panels discussed the following three issues: undergraduate educational exchange; cooperation in television and other media; and topics for future consideration.

### **Undergraduate Educational Exchange**

After reviewing both the US and Japanese reports, both panels agreed to the need to significantly increase the number of American undergraduate students studying in Japan in order to build better understanding and closer relations between the two countries. The panels also stressed the importance of both sides continuing to work hard to promote exchanges of motivated and talented students.

The Japanese side reported on its steady progress, referring to how national universities were developing short-term student exchange programs, with one national university having already implemented such a program. The Japanese side added that it would continue with such efforts. The US side applauded these efforts and gave its solid support to them.

The US side reported on its Curriculum Abroad Project to help establish appropriate curricula for US students of various majors to study at the Japanese national universities. The panels encouraged Japanese universities to participate in and cooperate in this project, headed by the Association of American Colleges and Universities (AAC&U), for short-term student exchange programs. While implementation of the developed curriculum is at the discretion of each Japanese university concerned,

the panels called on the Japanese universities to continue refining appropriate programs and curricula for US exchange students, using the project results as references.

The US side also reported on on-going surveys of needs and motivations of US students wishing to study in Japan and noted several interrelated motivations and goals. The US side discussed its plans to target and recruit these students under the Bridging Project. It also noted its deep appreciation for the efforts by the Japanese national universities to provide special curricula in English for them.

The panels agreed that US students must receive appropriate information when thinking about studying in Japan. The panels concluded that, to achieve this end, the US side needs to establish a clearinghouse mechanism so that such information is easily accessible to students, and the Japanese side should also develop a system for providing appropriate information.

The panels anticipate continued close and active discussion between the Japan Association of National Universities (JANU) and AAC&U on a variety of issues such as curriculum development, so that they will be able to reach an umbrella agreement that includes provisions relating to student exchanges.

Because Japanese language ability plays a large role in determining the success of a US exchange students' experience in Japan, the panels agreed that the US side, on both governmental and private levels, should enhance the Japanese language ability of US students.

Both panels recommended that the two governments and the Japan-US Educational Commission work together to expand training programs for university personnel, especially administrative staff for student exchange programs.

The panels agreed that discussion on undergraduate educational exchange needs to be continued at CULCON, and they would periodically review the progress being made with regard to the above matters. The panels encouraged both governments to continue to take appropriate and necessary measures to increase the number of US undergraduate students studying in Japan.

### **Cooperation in Television and Other Media**

The panels reviewed the progress achieved since CULCON XVI, focusing on the report of the joint working group conference held in Tokyo in May, 1994.

The panels applauded the ongoing editorial work toward compiling *On The Record '95*, a media directory of Japan specialists residing in both Japan and the United States, and toward "American and Japanese Media Customs and Business Practices," which will be published as a supplement to the directory. The panels expressed their strong expectation that *On The Record* will be widely publicized, disseminated and utilized. The panels also expressed their high expectations for the project to produce a video on Japanese and American communication styles and for the project to produce a booklet on the opportunities and problems of co-productions and cooperative arrangements.

Both panels acknowledged that both in the United States and Japan the media serve as the primary source of information about the other country. The panels encouraged continued media seminars, training sessions and exchange programs, as well as more joint productions and other cooperative activities. Panelists also agreed that Japanese and American journalists must have fair and equal access to information in and about both nations, and they confirmed that they will encourage every effort toward the realization of this goal.

The panels agreed to discontinue the joint working group on media cooperation. The US panel will continue its efforts in this area. In this regard, a member of the Japan panel will serve as liaison to the US side, and both panels will report results back to CULCON XVIII. The panels agreed to incorporate this work into the new working group on "Mutuality of Information Access."

## **Future Topics**

The panels reaffirmed that CULCON's primary role is to periodically review and discuss the present conditions of cultural and educational activities linking the United States and Japan, and to propose measures to appropriate Japanese and US organizations and to actively encourage their implementation. Topics for future consideration were discussed based upon this awareness of CULCON's mission.

The panels emphasized yet again the importance of Japanese language education in the United States. They agreed upon the vital need to grasp the present status of Japanese language education in the US, especially at the primary and secondary level, and to examine means of overcoming the problems involved in order to improve Japanese language education. The panels agreed that CULCON will continue to focus on this topic and that a liaison meeting will be organized to ensure further progress in this area.

The Japan panel's report on "American Studies in Japan and Japanese Studies in the United States" sparked a great deal of interest. The panels agreed that CULCON will continue to follow these subjects and noted the importance of the on-going surveys of American studies in Japan and Japanese studies in the United States. Interest was expressed especially in advancing the study of the United States by undergraduate students in Japan who are majoring in other subjects.

The panels affirmed the need to foster greater linkages and cooperation between American and Japanese exchange organizations, as well as the sharing of information and expertise, in order to improve the effectiveness of bilateral cultural and educational exchange. They discussed the importance of building a Japanese nationwide network and a clearinghouse mechanism for exchange organizations in Japan and the United States.

The panels encouraged exchange of art collections and exhibitions at the regional museum level.

The American panel raised the issue of the quality and quantity of discourse between the two countries, pointing out the need for increased flow of information. Both panels agreed that such flow is important to mutual understanding and harmonious bilateral relations. By way of addressing specific areas for improving this "intellectual mutuality," the two panels discussed expanded access and dissemination of electronic information on both sides within the framework of the activities of CULCON. The panels agreed to form a working group to discuss means to improve such flow, to be called "The Working Group on Mutuality of Information Access."

Finally, the panelists agreed that CULCON will continue its publicity efforts to increase awareness of and interest in CULCON throughout Japan and the United States.

The panels agreed that CULCON XVIII will be held in Washington, DC in Spring, 1997.

**For more information, please call Pamela Fields at (202) 275-7712**

## CULCON Panelists

### U.S. Panel:

<b>CHAIRMAN:</b>	
Dr. Kenneth B. Pyle	Professor University of Washington
<b>VICE CHAIRMAN:</b>	
Mr. Glen S. Fukushima	Regional Director Public Policy & Market Development AT&T Japan Limited
<b>PANEL MEMBERS:</b>	
Mr. Burnill Clark	President and CEO KCTS/Seattle
Dr. Carol Gluck	Professor Columbia University
Mr. David I. Hitchcock	Senior Associate Center for Strategic & International Studies
Mr. Jeffrey M. Lepon	Partner Lepon, McCarthy, White & Holzworth
Mr. Thomas E. McLain	Partner Perkins Coie
The Honorable Pauline Crowe Naftzger	Senior Partner The Vickers Group
Dr. Robin Winks*	Professor Yale University
<b>EX-OFFICIO MEMBERS:</b>	
The Honorable Joseph D. Duffey*	Director United States Information Agency
The Honorable David Longanecker*	Assistant Secretary for Higher Education Programs United States Department of Education
The Honorable Winston Lord*	Assistant Secretary of State for East Asian and Pacific Affairs United States Department of State

### Japan Panel:

<b>CHAIRMAN:</b>	
Mr. Shoichi Saba	Advisor to the Board Toshiba Corporation
<b>PANEL MEMBERS:</b>	
Professor Nagayo Homma	Professor Tokyo Woman's Christian University
Mr. Hideo Ishihara	Chairman Goldman Sachs (Japan) Ltd.
Professor Sumiko Iwao	Professor Keio University
Mr. Tetsuo Misumi	Director-General Asia-Pacific Cultural Centre for the UNESCO
Dr. Haruo Nishihara	President Emeritus, Professor, Faculty of Law, Waseda University
Mr. Toshiaki Ogasawara	Chairman The Japan Times
Mr. Atsuyuki Sassa	Retired Director-General Cabinet Security Affairs Office
<b>EX-OFFICIO MEMBERS:</b>	
Mr. Yutaka Okamura	Director-General Science and International Affairs Bureau Ministry of Education, Science and Culture
Ambassador Hiroshi Ohta	Senior Vice President The Japan Foundation
Mr. Shunichi Satoh	Director-General Cultural Affairs Department Ministry of Foreign Affairs

\* Dr. Winks was unable to attend; the Honorable Joseph D. Duffey was represented by the Honorable John P. Loiello, Associate Director for Educational and Cultural Affairs, United States Information Agency; the Honorable David Longanecker was represented by Dr. Claudio Prieto, Deputy Assistant Secretary for Higher Education Programs, United States Department of Education; and the Honorable Winston Lord was represented by Mr. John Dinger, Deputy Director, Office of Japan Affairs, United States Department of State.