


CULCON

U.S.-Japan Conference on Cultural & Educational Interchange

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The final Final Communique from CULCON X is enclosed. It will appear in the next issue of CULCON Report in its entirety.

A propos CULCON Report, we are now systematically revising the master mailing list. We wish to include relevant individuals and institutions -- both currently active in exchange and CULCON alumni/nae -- in the U.S. We will be happy to send copies directly to the American Embassy, The Japan Foundation and Ministry of Foreign Affairs in Tokyo.

Enclosure

Tenth United States-Japan Conference on Cultural and Educational Interchange

FINAL COMMUNIQUE

- I. The Tenth United States-Japan Conference on Cultural and Educational Interchange was held in Washington, D.C., May 28-30, 1980, marking the beginning of CULCON's twentieth anniversary celebration. Delegates and specialists representing the governments, educational communities, mass media, visual and performing arts, businesses and foundations of both countries participated. At the opening ceremony, President Carter and Prime Minister Ohira extended messages of good will read by Charles Bray, Deputy Director of the International Communication Agency, and Japanese Ambassador Yoshio Okawara. Former senator J. William Fulbright, guest speaker, emphasized the importance of cultural exchange and international education as a positive and necessary element of contemporary foreign policy.

- II. The Conference expressed deep regret at the deaths of Richard F. Brown, American Panel member and Chairman of the Museum Exchange Subcommittee, and Merrill Jensen, member of the American Studies Subcommittee. Each had made important contributions to CULCON and to mutual understanding between Japan and the United States.

- III. The Conference agreed that this tenth biennial assembly, marking the beginning of a new and challenging decade, offered an opportunity to reflect on CULCON's past and to consider an agenda for the future. Some impediments which hindered exchange in the past have disappeared or been ameliorated. Looking ahead, two funding agencies -- The Japan Foundation and the Japan-United States Friendship Commission -- are making it possible to carry out many of the ideas and projects CULCON has recommended. The Conference reaffirmed that its most vital roles are to review and comment on all

cultural and educational exchange between our two countries, and to utilize its unique capacity to conceive and advise on new visions of exchange through the diverse membership of its panels and subcommittees.

IV. The Conference welcomed a new publication, Report of the Study Group on the Care of Works of Art in Traveling Exhibitions, the English language version of the work of the Museum Exchange Subcommittee, and approved its promotion and distribution through the Secretariats and appropriate professional organizations.

V. The Conference approved in principle the concept of a binational data report as proposed by the American Secretariat and recommended that both sides confer further on content and on definition of categories.

VI. The Conference read with interest the draft manuscript, "CULCON...A Brief History" by Cochairmen John W. Hall and Yoshinori Maeda, and recommended that after revision and expansion it be widely distributed in English and Japanese for CULCON XI.

VII. The Conference, taking note of the establishment of the Japan-United States Educational Commission (the Fulbright Program), applauded the Japanese Government's decision to join with the United States government in the funding of this important exchange program on an equal cost-sharing basis.

VIII. CULCON X included a series of three special programs on the theme of how differences in cultural style impede or enhance mutual understanding. The programs consisted of a panel of journalists discussing Mutual Images: Misperceptions in the News Media; a comparison of Japanese and American television programs, "Cultural Channels: Style and Structure"; and "An

Evening of Ballet and Modern Dance." The Conference agreed, after viewing the three special presentations, that film and television, news and other print media, and performing arts represent powerful ways to stimulate interest in the culture of the other country. Each offers means for educating diverse audiences about other cultures.

- IX. Regarding the problem of translation (Item 18 in the Summary Report of the 1979 Joint Committee Meeting in Hawaii), the importance of understanding the underlying linguistics and cultural issues was recognized. It was suggested that specific ways be considered to increase the volume and improve the quality of translation from Japanese into English.
- X. The American and Japanese Steering Committees, after review and reflection, reaffirmed that they have an important role in making CULCON activities more effective. Among other responsibilities, this calls for close liaison with the Subcommittees and a monitoring of their activities. The need to make the content and format of the CULCON plenary sessions more relevant and supportive of CULCON's broad mandate was recognized. Both Steering Committees recognized their responsibilities in this area and agreed to closer coordination.

XI. The Conference received the following joint statements from the Japanese and American subcommittees based on their discussions at CULCON X:

American Studies

The Subcommittee notes with regret the death of its valued member, Professor Merrill Jensen, University of Wisconsin, who contributed well and long to the improvement of American studies in Japan.

The Subcommittee notes with satisfaction the realization of projects conceived in this group and now operating with support of the Japan-U.S. Friendship Commission and other sources:

1. the continuing evolution of the Kyoto American Studies Summer Seminar;
2. the establishment of a new summer seminar in Hokkaido;
3. the announcement of a new program of faculty exchange administered by the Institute of International Education.

The Subcommittee notes with anticipation the development of new programs whose actualization we endorse:

1. for improving English language abilities of young American studies specialists coming to the United States;
2. for establishing a clearing house for comparative studies bibliography of works dealing with Japan and the U.S. and particularly endorsing the plan for this project being put forth jointly by the University of Tokyo and the University of Chicago;
3. for increasing the utilization of Japanese Americanists as book reviewers for learned journals in the U.S.

The Subcommittee submits its continuing experience as evidence of the need for active participation by other CULCON subcommittees in the principal present and future programs, especially those involving exchanges and research resource development.

Education

The Subcommittee on Education outlined its new identity and purposes, as expressed by its change in name from "Education for Mutual Understanding" to simply "Education." The basic mission of the Subcommittee will be to act as an advisory organ to CULCON in strengthening understanding between Japan and the United States mainly through elementary and secondary education. The functions and current emphasis of the Subcommittee are listed as follows:

Basic Functions

1. To improve the presentation of Japan or America in the curricula and teaching materials of schools in both countries.
2. To encourage the exchange of educators, decision-makers, community leaders, students and educational information between the United States and Japan.
3. To expand the availability of information about educational trends, systems, curricula and educational materials in the other country.
4. To work with other CULCON subcommittees as appropriate, looking for opportunities to strengthen cultural and educational understanding through inter-committee cooperation.

Current Emphasis

1. Consideration of the future of the U.S.-Japan Educators Exchange Project;
2. To make every effort to enhance the image of education for international understanding both in and outside schools;
3. To facilitate the publication of a revised inventory of teaching materials on Japan;
4. To offer advice to the Japan-U.S. Friendship Commission, The Japan Foundation, and other funding sources on educational issues;
5. To identify subjects appropriate for cooperative action.

The Subcommittee took special note of the reports both of the Presidential Commission on Foreign Language and International Studies and of the newly formed U.S. Department of Education, as presented to CULCON X. The Subcommittee will endeavor in its future activities to strengthen the Japanese element in the stated new commitments to fostering international studies in all levels of the American educational system.

Japanese Studies

The Subcommittee on Japanese Studies reviewed activities occurring in this field in the period since CULCON IX and discussed future needs. Special attention was given to the importance of cooperative involvement with other subcommittees, especially the American Studies and Library Subcommittees.

Among recent developments in the field, note was made of the success of a series of seminars in Japanese studies held during the spring of 1980. Professor Chihiro Hosoya (Japanese diplomatic history, Hitotsubashi University), Johichi Konishi (comparative literature, Tsukuba University), and Shunpei Kumon (socio-economics, Tokyo University)

conducted seminars at UCLA-USC Joint East Asian Area Center, University of Arizona, University of Oregon, and Stanford University, meeting with Japan studies specialists at each location. Expenses for this program were provided jointly by the Japan Foundation and the Japan-U.S. Friendship Commission. Reports from each of the institutions where these seminars were held indicate that the seminars were well attended and highly successful both in terms of stimulating discussion among American scholars and students and of opening new avenues of future contacts and exchanges.

Other areas of continuing importance in the field of Japanese Studies were discussed at length, and the Subcommittee's conclusions are reflected in the recommendations below:

Recommendations:

1. The success of the first series of Japanese Studies seminars, held at four universities in three western American states between March 31 and April 19, 1980, prompts the Subcommittee to endorse the continuation of this program for at least another two years, and hopefully longer if it remains successful. It recommended that the next group of Japanese scholars visit the United States in 1981, and travel to several southern states to encourage the early development of Japanese studies in that area.
2. The Subcommittee on Japanese Studies proposes to develop plans to invite a number of distinguished Japanese scholars in various areas of the social sciences, humanities and language studies for visits of a few months to American colleges and universities. The intent of this program differs significantly from that of the Japanese-studies seminars described in #1 above. Japanese scholars will make individual trips to discuss with American scholars in related fields (not in the fields considered in Japanese studies) new theoretical or methodological developments being made by Japanese scholars. Thus, for example, a Japanese historian specializing in German history might spend time with an American colleague to discuss his research or exchange views on new interpretations of mutual interest. This program would be initiated for a three-year trial period, with close attention paid to selection of the Japanese scholars and to continuous evaluation of the progress of the program.
3. The Inter-University Center for Japanese Language Study in Tokyo deserves continued financial support. Given the high cost per student of instruction at the Center, the Subcommittee offered to help the Center find ways to be as cost-effective as possible.
4. The outreach activities being undertaken by the Northeast Asia Council of the Association for Asian Studies are important and should be expanded. The activities presently include a distinguished lecturer series, and travel to research libraries by isolated scholars. A new program to enable teams of Japan specialists to present panels at professional association meetings, initiated by the Japan-U.S. Friendship Commission, is a most welcome addition.

5. Collaborative research projects such as those undertaken and being planned under the auspices of the Japan Society for the Promotion of Science and the Social Science Research Council, for Japanese and American scholars in the various disciplines should be encouraged, and more active funding and coordination are needed.
6. The Joint Subcommittee will continue to promote support for basic research in Japanese Studies on the graduate, postgraduate and professional level and to assess priority disciplines and topics. The Subcommittee agreed that support of quality research is one of the most effective ways of enhancing institutional commitment to faculty posts by fiscally strained colleges and universities.
7. The Subcommittee on Japanese Studies recommends consideration of the status of language teachers within the university system. Those interested in professional careers in academia who entered the field largely on the basis of being native speakers should be encouraged to enter academic programs pertinent to their work. For those who do have substantive background in the field, adequate recognition in terms of tenure must be attainable. Foreign language pedagogy as an academic field of specialization should be encouraged, in the interest of improving Japanese language instruction, but this kind of upgrading will never occur unless those who are qualified are appropriately rewarded.

Libraries

Responding to suggestions that the work, and indeed the continued existence, of the Library Subcommittee required reassessment, the Library Subcommittee has conferred and affirms that it should continue to operate in CULCON, standing ready to address concrete library issues and problems as they arise and to develop or stimulate cooperative projects as necessary on an ad hoc basis, especially in the following three areas:

1. Support of American Studies projects, such as the proposal to create institutional arrangements in the University of Tokyo and the University of Chicago to promote international studies of American history, society and culture, with particular emphasis on the work of the present bibliographical information centers in Chicago and Tokyo focusing on the compilation of bibliographies of works published in Japan and the U.S. dealing with comparative studies.
2. Support of Japanese Studies activities, such as stimulating the compilation of basic lists of currently published books on Japan for college libraries, which might be appropriate for distribution by foundations; or developing joint study programs in library and information science involving Japanese and American specialists collaborating on professional research projects.
3. Monitoring national plans to improve libraries and to develop nationwide library networks in the two countries, providing advice and recommendations, especially in the exchange of specialists in library networks, information science, library education, preservation and related subjects between the two countries.

Museums

The Museum Exchange Subcommittee recognized with great satisfaction the importance of the Report of the Study Group on Care of Works of Art in Traveling Exhibitions that was first produced for CULCON X. Such an important CULCON achievement was largely due to the leadership of Dr. Sherman Lee and Mr. Bunsaku Kurata. The Subcommittee was most concerned that this document should have the widespread yet responsible circulation it deserves. It will be sent to the membership of the Association of Art Museum Directors in the U.S., since it is largely the museums represented in this group that lend to the Japanese exhibitions; but there will be as well considerable publicity to assure wide awareness of the document.

The Subcommittee discussed at some length the principle raised recently when Japanese customs, without telling the lender, confiscated parts of a video exhibition. Such action on recognized works of art was seen as a dangerous precedent which could well have a most unfortunate impact upon future international exchanges between the two countries.

The meeting discussed at length exhibitions of American art in Japan. Currently planned by various groups are a selection of the Mr. and Mrs. John D. Rockefeller 3rd collection (sent as a gesture of appreciation for all that Japan has done for the Japan Society), retrospective exhibitions of the art of Mary Cassatt, of George Segal, and of Richard Avedon; Chinese paintings

from the collections of the Museums of Cleveland and of Kansas City; and American glass from the collection of the Corning Museum. The Subcommittee discussed possible exhibitions which might find a ready audience in Japan; initial suggestions included Shaker art, American pottery, the American Federation of Arts' "Objects of Bright Pride," a survey of American water colors or the oil sketches of Frederick Church. Recognizing Japan's interest in contemporary American art there was interest in suggesting work not yet known there: the work of the Chicago School was suggested as one of several possibilities. Japan's interest in such exhibitions has already been made amply clear by that country's Commissioner of Cultural Affairs.

Concern that Japanese art should be more widely known in the U.S. and recognizing that, to date, the greater numbers of exchange exhibitions have come primarily to the larger American art museums, the Subcommittee reiterated its earlier decision that a survey be made of the nation's smaller art museums to gauge their potential receptivity of such exhibitions and their ability to handle them.

The Subcommittee was deeply concerned that American exhibitions should be shown in Japanese institutions having appropriate space, lighting, climate controls and professional staffs to handle important loans. The Bunka-cho's public position against national treasures being shown in commercial department stores was recognized as a guideline that should also affect the decisions of America's museums. Recognizing, however, that at a distance it was difficult if even possible for American museums to judge the capabilities of Japan's museums to handle international loans properly, the Subcommittee placed high priority on the drawing up of a list of Japanese museums having the capability of handling such loans. Whether the Subcommittee turns to Laurance Roberts, the author of a book on Japanese museums, to the Japanese National Commission of I.C.O.M., to the Bunka-cho or to some other person or organization is to be established before the Subcommittee's next meeting.

The conservation of Japanese art in American public collections was recognized as a matter of such paramount importance that CULCON and the Japan-U.S. Friendship Commission must address themselves to the problem. The fact is that there are not sufficient conservators in the U.S. to handle the many problems.

First, America's museums must be aware of the problem. Carefully planned seminars on the unique technical complexities presented by Japanese art could certainly bring home the matter vividly. In addition a projected exchange program taking American curators to Japan to tour its public collections (possibly with emphasis being placed upon choosing curators from museums with Japanese holdings but no specialist curators in the area) could be designed to encourage awareness of special problems.

As a more long-range goal, it was agreed that the highest priority should be placed (1) upon making arrangements whereby American art museums could send treasures to Japan for treatment by distinguished conservators and (2) exchange programs should be designed so that would-be American conservators of Oriental art may have the extensive training time in Japan needed to learn the techniques that only the Japanese can teach.

Resource material to respond to the varied needs of American scholars of Japanese art is a grave concern. These suggestions were made:

1. A program whereby the exhibition catalogues of, say, 50 of Japan's leading art museums will be sent to the U.S. in exchange for the catalogues dealing with Asian art from a comparable number of American museums will assure a much broader awareness in each country of the other country's achievement.
2. The universities of the U.S. gravely need slides to teach Japan's achievements in the fine arts to the burgeoning numbers of American students seeking such knowledge. Since the University of Michigan is a major center for the dissemination of Japanese slides it was suggested that CULCON might well work through its Department of Japanese Studies to respond to the need for slides.
3. The major Japanese texts on that nation's art history are not reaching American scholars because of language barriers. It was urged, therefore, that the Japan-U.S. Friendship Commission examine possible routes to fund the gravely needed translations of the most important texts.

One of the increasingly serious cost factors in lending important art from America's museums to Japan is each museum's expectation that a staff representative should accompany each loan. Recognizing the proven effectiveness of the Japanese system in similar situations whereby all Japanese loans are brought together and then accompanied by only two or three curators, the Subcommittee urged that America's museums start such a cooperative method.

Exchange of museum personnel was recognized as a major factor to encourage understanding between the museums of the two countries. Recognizing that such exchanges could prove inconvenient to the hosts, the Subcommittee felt that further study of the most effective way to plan such a program was necessary, but it should be a goal with a high priority.

News Media

Activities and projects of the Japanese and American News Media Subcommittees and developments in the news media field since CULCON IX include:

1. Surveys

In late 1979, the Research Institute at the Nihon Shinbun Kyokai completed a survey on the volume of foreign news carried by Japanese newspapers. An activity of the Nihon Shimbun Kyokai's "Study Group on Freedom of International Exchange of Information," the survey was the first of its kind and revealed that Japanese newspapers generally give adequate coverage to other nations.

The American News Media Subcommittee also is undertaking a survey of news and editorial page editors to determine the quality and quantity of news printed about Japan as well as to explore the decision-making processes in publishing Japan-related news. The survey, to be conducted in late spring 1980, will not only provide information on the level of U.S. reporting of Japan, but indicate what can be done in improving coverage of Japan.

Both the American and Japanese surveys have qualitative and quantitative implications for U.S.-Japan understanding through the news media, and may, in fact, stimulate similar polls to explore the level of reporting in such specific areas as culture, trade and the economy, the arts and entertainment.

2. Exchanges

The News Media Subcommittees heartily support the efforts toward U.S.-Japan understanding through the journalist exchange programs currently sponsored by a number of organizations and institutions.

The Japan-U.S. Friendship Commission has established several imaginative and highly worthwhile programs related to news media on both the professional and graduate schools levels. Notable programs have been launched at the University of Missouri and, most recently, at Columbia University through the Commission's initiative. The range of journalist exchange programs being conducted under the Commission's auspices will have a positive effect on bilateral understanding through the news media for years to come.

The International Press Institute and the Nihon Shinbun Kyokai jointly sponsored the Sixth Japan-U.S. Journalist Exchange Program in September 1979. Delegations of Japanese economic and financial news editors and wire service editors visited each other's country for three weeks. On completion of the program they met at the East-West Center in Honolulu to share their impressions.

The Sixth Japan-U.S. Editors Conference, sponsored by the Nihon Shinbun Kyokai, was held in Tokyo in March 1979. The next biennial conference will be held in the United States in 1981 under the sponsorship of the American IPI National Committee. It is possible the exchange will be scheduled to coincide with the American Society of Newspaper Editors annual convention in Washington in April 1981.

Two symposia were held in the United States in October 1979. At the Japan-U.S. Symposium on Communication, sponsored by the Fletcher School of Tufts University, newspaper editors, economists and specialists in telecommunications from both countries met in Boston. The third Japan-EC-United States Editors' Symposium was held in Washington, New York and Seattle, with influential editors from the three areas discussing economic relations.

Of particular relevance to U.S.-Japan journalism study was the publication in late 1979 of an Inventory of Exchanges, Fellowships, Internships and Scholarships for which Japanese and American Journalists Can Apply. A useful guide which systematically informs journalists from the U.S. and Japan of professional opportunities for pursuing their interest in the other country, the Inventory has been distributed to schools of journalism, press clubs, professional organizations and important trade publications.

3. Gathering and Transmitting Information

Further to a recommendation made at CULCON IX, a librarian from the New York Times Washington bureau visited the Foreign Correspondents Club in Tokyo in March 1980 to study the library's facilities, with a view to their being updated.

In response to the concern expressed at CULCON IX over the cost of transmission of news between Japan and the U.S., the telephone rate from Japan to the U.S. was reduced by 25 percent in December 1979 and the telex rate by 17 percent. Although these reductions narrow the differences between U.S.-Japan rates, further reduction by KDD (Kokusai Denshin Denwa) is being urged.

The Translation Service Center in Japan has been operating since 1979 to increase understanding of Japan through the media by translating selected articles from the Japanese press and offering them to U.S. editors as possible features. Use of such articles to date by U.S. newspapers is heartening. The Field News Service is now distributing by wire two such articles per week to several hundred newspapers around the world.

Recommendations:

1. The efforts of the Japan-U.S. Friendship Commission, Nihon Shinbun Kyokai, the American and Japanese Committees of International Press Institute, and other organizations to initiate and sponsor journalist exchange programs between Japan and the U.S. should continue to be encouraged and heartily supported.
2. While significant advances in exchanges among news editors and journalism graduates have been noted, the journalistic specialties such as business-finance-trade, and the arts and entertainment merit further attention. Such specialized exchange programs should be developed.
3. In-depth exchanges of writers and editors from leading American and Japanese newspapers and magazines should be encouraged within the news media industry.
4. After analysis of the results of the survey on American newspapers' coverage of Japan, the desirability of similar inquiries focusing on such areas as culture, the arts, entertainment, and economics should be considered.
5. U.S.-Japan trade and economic issues will continue to play a vital role in the binational relationship and in-depth reporting of these is crucial to U.S.-Japan understanding. The News Media Subcommittees recommend that news organizations in both countries give special attention to the training and placing of journalists who are knowledgeable in the economic area.
6. The Inventory of Exchanges, Fellowships, Internships and Scholarships for which Japanese and American Journalists Can Apply should be updated and disseminated on a regular basis.
7. Appropriate liaison should be maintained between the Japanese and American Subcommittees to insure a continuing exchange of ideas and cooperation.

TV Cooperation

The Subcommittee noted with satisfaction the activities in the TV cooperation field since CULCON IX. Most notable are:

1. The two-week visit to Japan in January 1979 by three executives from American public television. Productive exchanges and screening sessions were held with representatives from NHK and nine commercial stations in Tokyo and Osaka. One of the many concrete results of this visit is the scheduled broadcast of five Japanese documentaries and dramas over PBS in summer 1980. The five-week series is being packaged by WNET/13, New York.
2. The 1979 U.S.-Japan TV Executives Conference held in Tokyo and Osaka from November 26-30. The sixth in a series of bilateral meetings, the Conference provided lively fora for discussion of news gathering and reporting, technological innovation and program exchange. Programs from both countries were

screened and discussed, and inspection visits were made to Sony's Atsugi Factory, NHK's Central Research Institute, Mainichi Television's Broadcasting Culture Center, the Videoteque of the National Museum of Ethnology and a two-way fiber optic TV station in a housing project in Higashi Ikoma.

A counterpart meeting of the new Japanese TV Cooperation Subcommittee and its American counterpart was held at which the future of broadcast exchange was discussed. The American side welcomed the establishment of the Japanese Subcommittee.

During the Conference a meeting was held in Kyoto among representatives of independent commercial TV stations from both countries. One result of the increased dialogue among independent stations is the scheduled broadcast of 12 hours of programming produced by American independents by several Japanese independent stations in July 1980 to commemorate the U.S. Independence Day.

The Counterpart meeting on May 28 during CULCON X continued the discussion of the future of the exchange of broadcasters begun at the joint meeting of the two Subcommittees in Tokyo in November. It was agreed that the series of TV Executives Conferences had fulfilled the goals in the exchange of broadcasters and programs, as well as in the development of direct station-to-station relationships, for which it was initiated originally. The Conference in its present form will be reconsidered, and new avenues of exchange explored. Both sides felt that the continued exchange of broadcasters is desirable for the further development of working relationships among broadcasters in both countries; the American side particularly stressed the importance of such exchanges and put forward a specific proposal for a new exchange program, to begin in 1982. The Japanese side welcomed the proposal and said that it would be considered at the next full Japanese Subcommittee meeting in Tokyo.

The two sides also expressed satisfaction with the increasing number -- now 23 -- of sister-station relationships and the expanded series of station-to-station program and personnel exchanges they have brought about. The National Association of Commercial Broadcasters in Japan and the Japan Society will continue to encourage the creation and development of sister-stations. The two sides also agreed to increase communication between the two Subcommittees and, toward this end, to hold a joint meeting of the American and Japanese Subcommittees once a year.

All Subcommittee members expressed their deep appreciation and gratitude to retiring American Subcommittee Chairman Roger Rice for his great contribution to improved U.S.-Japan relations over the past eight years and noted with great satisfaction that Mr. Rice will continue to serve as a regular member of the American Subcommittee.