



Dean Kanae Iida of the Department of Nursing Studies along with other nursing department faculty ceremonially place caps on nursing students during an event held on the JIU Togane Campus.

## Nursing students receive caps, badges

by JIU Times

On September 25, a capping ceremony for the 120 nursing students was held at the Mizuta Memorial Hall at the Togane Campus.

Various dignitaries took part in the ceremony, including the university Chancellor,

Dr. Noriko Mizuta, and President Hakuo Yanagisawa, together with mayors of adjacent local communities, managers of local hospitals and parents.

This ceremony was especially designed to impress upon the nursing students the significance of their vocation and the responsibility that it entails in

caring for sick people.

During the ceremony the teachers placed a nurse's cap on the head of each female student and a badge on the left arm of each male student.

As a declaration of their determination to become accomplished nurses, the students held candles in their hands. ★

## JIU Festival set for November 3-5

by JIU Times

JIU school festivals emphasize the international nature of the university and its programs and this year's festivities will be no exception.

International exchange students from China, South Korea, Hungary, France, Norway, the U.S., Canada, Finland and Taiwan, as well as Japanese students will all be participating this year in an effort to share their cultures with each other and with members of the community at large.

Examples of popular foreign foods and treats will be available for purchase at student-staffed booths all over campus.

Also, various presentations on aspects of both foreign and Japanese cultures will be made at specific times across campus.

International exchange students at JIU involve themselves both in the studies of Japanese language and of culture — both traditional and popular — as well as serving as ambassadors of their respective nations. Past and current exchange students join their Japanese counterparts in student clubs, whose activities include learning traditional Japanese tea ceremony, flower arranging and calligraphy as well as more pop-culture pursuits such as playing in the brass band and in club rock bands.

In addition to typical school festival fare, festivalgoers can also view displays com-

memorating the many sister-school relations JIU has established over the past two decades, as well as information on the activities of current and former students abroad at Café Parabéns, organized by the 40-some students in Professor Ichiyama's seminar.

Canadian student Sharla Hinskens, an International Exchange Studies major in her third year at JIU, will staff Professor Ichiyama's Brazil booth and café this year:

"We will be serving coffee and snacks, as well as performing Brazilian dance and songs," she said. "This year we've added a new section, so we'll be participating in the research presentation competition as well and we'll be talking about ecology education all over the world and more specifically in the Amazon area and about the important connections between Japan and Brazil."

Hinskens, who hails from Victoria, British Columbia, set up a Canada booth at last year's festival and since she was the only Canadian student on campus, staffed her booth with an international group including students from Japan, China and Korea.

Hinskens reports that some of the profits from last year's Canada booth were donated to relief efforts in Tohoku in the aftermath of the March 11, 2011, disaster.

"I just want to emphasize what a great way to connect with other students the fes-

tival is! We don't really have anything like this at university in Canada," she said.

Melike Yildiz, a third-year undergrad from Drammen, Norway, sold waffles, chocolate and soup together with other members of the Norwegian delegation last year.

"It was my first time ever joining a school festival and actually making and selling food to students and other people visiting the festival. I had a great time doing all that. It was a really good experience."

The opportunity to interact with students outside her regular circle of friends and classmates stands out in her past festival experience.

"Joining the festival gave us the chance to talk to students we usually don't meet often and we also got to become good friends with the students from the *Hayashi-zemi* that were helping us with our booth. We worked well together and there was absolutely no miscommunication between the Japanese and the international students."

Department of International Exchange Studies senior Daiki Inayoshi of Sosa City, Chiba, has taken part in the JIU Festival for the past three years.

"When I was a sophomore, I worked for the Kokusai Kaihatsu Kenyukai. We sold secondhand clothes and learned about fair-trade practices. The year after I was in Prof. Ichiyama's seminar, so I worked in the Brazil booth. We sang *Aquarela do Brasil* and displayed posters on the Boi Bumba Festival in the Café Amazonas."

Besides learning valuable lessons in

## Malaysian Tourism Minister receives honorary doctorate

by Naho Fujisawa  
Student, Mizuta Graduate School of International Administration

On September 3, Malaysian Minister of Tourism Dato' Sri Dr. Ng Yen Yen received an honorary doctorate from JIU. On this special occasion, Dato' Sri Dr. Ng Yen Yen also gave a commemorative lecture at JIU's Kioi-cho Campus in Tokyo.

Her lecture was titled "The Vision of Malaysian Tourism in the 21st Century." She explained that about 24 million tourists travel to Malaysia every year. This means that Malaysia is the ninth largest tourist destination in the world. Also, some 410,000 people go to Malaysia from Japan every year. Tourism is one of the main service industries in Malaysia, and it contributes to a high proportion of the country's GDP (gross domestic product).

Dato' Sri Dr. Ng Yen Yen also went on to say that to have a tourist industry a country must have peace and that tourism can also become a vehicle for changing visitors' perceptions. She added that because Malaysia is a multicultural country, it is therefore a colorful and wonderful place for tourists to experience. In the future, Malaysia aims to try to increase the number of Japanese tourists to more than a million arrivals.

On September 4, there was a Congratulatory Ceremony for Dato' Sri Dr. Ng Yen Yen's honorary doctorate at JIU's Togane Campus. The Chancellor of JIU, Noriko



Honorary doctorate recipient Dato' Sri Dr. Ng Yen Yen (center, with certificate), Malaysian ambassador to Japan Datuk Md. Som Shahaudin (second from right), JIU President Yanagisawa (far right), Chancellor Noriko Mizuta (second from left), with Dr. Ng's husband, Dr. Chin (third from left), and son Justin Chin (far right).

Mizuta, emphasized that Dato' Sri Dr. Ng Yen Yen is the first Malaysian-Chinese woman to hold a cabinet position, and only the second minister in charge of the Ministry of Women, Family and Community Development. In 2009, she was appointed Malaysian Minister of Tourism. She has initiated many projects. To mention just one, she set up a project called "My Second Home," which is designed to attract retired people from other countries to set up a second home in Malaysia.

Dato' Sri Dr. Ng Yen Yen has also worked on developing the relationships between Malaysian universities and JIU

and Josai University. For instance, recently, some 100 students from JIU and JU went to Universiti Tunku Abdul Rahman in Petaling Jaya, Malaysia.

In my opinion, I believe this shows that our relationship will deepen, and I hope we can receive many exchange students from Malaysia in the near future. Malaysia can teach the world a lot about cultural harmony and intercultural exchange. Here in Japan, too, with increasing globalization, this will be a challenge for current and future generations. ★

(Read the interview with Dato' Sri Dr. Ng Yen Yen on the back page.)



A Hungarian student models a handmade embroidered dress from her homeland while French exchange students encourage festivalgoers to visit their booth at the JIU Festival.



teamwork, time management and responsibility, Inayoshi said learning about fair-trade was a new experience.

"Fair trade and the sale of secondhand clothes was something new to me. It was a very important first step toward learning what international exchange is."

Participants in last year's Brazil booth were able to raise ¥300,000, which was donated to charity.

"This year we are going to focus on Josai

International University's 20th anniversary. We have a lot of students who have been to other countries and have a good career. We will interview some of those graduate students. We'll also be focusing on agro-forestry and the Japanese mentality on environmental preservation. Our *zemi* is working very hard to make this year's JIU festival a great experience. So if you have time, please come visit our booth and join in our song!" ★

## New Josai/Nikkatsu Production Center opening in 2013

by Benjamin Collins  
Student, Faculty of Media Studies

Josai International University has partnered with Nikkatsu Corp. to develop an on-campus post-production center.

Post-production is the general term for the process of editing and adding various effects after the actual shooting of a film.

The Josai/Nikkatsu Production Center will open at Josai University's Kioi-cho Campus in Chiyoda Ward, Tokyo, in 2013.

The staff of Nikkatsu Corp. will be using the facility for their projects, giving Josai students the hands-on experience on the film making by professionals.

Nikkatsu and Josai University Educational Corporation started the joint program as of June 2010. ★

### Inside This Issue:

#### Scene on Campus Page 2

- ▶ Plutschow, Oba Memorial Symposium
- ▶ Ferenc Kósa Photograph Exhibition

#### Views from Abroad Page 3

- ▶ Learn English, Experience Multicultural Malaysia
- ▶ Letters from California
- ▶ Studying Renewable Energy Abroad in Spain
- ▶ Kamogawa Corner

#### Back Story Page 4

- ▶ Interview with Dato' Sri Dr. Ng Yen Yen
- ▶ Princess Takamado Exhibit

## Off-campus environmental study program in Shikoku offers real-world education

by Mitsuo Namoto  
Faculty of Social and Environmental Studies

The 2012 Off-Campus Study Program, offered by the Department of Social and Environmental Studies, Josai International University, was held at Kihoku Town, Ehime Prefecture, in the Shikoku region of Japan. The city is surrounded by forests and mountains, one of the sources from which the Shimanto River, famous for its cleanness and transparency, rises. Formerly, people lived on wood resources but as the local community has aged, like other low-populated towns truncated from the big industrial cities of Japan, its traditional industry dependent on natural resources has been damaged.

The program started in 2010, when the de-

partment was established, for freshmen to see the truth in a local community, thereby finding a social and environmental problem and suggesting solutions to people living there.

This summer, nine freshmen, along with Associate Professor Mitsuo Namoto of the department, went to Kihoku for five nights from August 21 to 26 to learn about the geography and local industry there. During this visit, a third time for the program, the participants visited a food product factory processing the meat of pheasants raised there, observed the local mountains called Onigajo and the forest industry, and did research on local products.

On August 22, the participants visited an open market at Hiyoshi Yume Sanchi (Hiyoshi Dream Local Products Center) at Shimo-Kagiyama, Kihoku. Such a roadside station or countryside shopping center dealing in local

products has increased in number around Japan as a way to rejuvenate economically declining countryside communities. Those at the market were selling agricultural products such as tricolor grapes and black-skin watermelons. Namoto explained to the students how you can sell at the open market what you want and asked for a new idea of promoting a local product in a new nationwide sale. In response, the students were trying the products there, touching and tasting them.

Mitsuki Nakano, aged 18, who had visited Shikoku for the first time, suggested selling black-skin watermelons nationwide as a Kihoku brand product, saying with surprise, "Kihoku is very rich in natural resources, incomparable to Tokyo."

From August 26 to 29, the group went to Shodo Island, in the Seto Inland Sea between

Honshu and Shikoku. Shodo Island is very famous for its olives and their products. The participants studied at Shodoshima Healthland Co., an olive growing, processing and sales company managed by President Toshihiro Yagyu, an alumnus of the university. This was the first time the department has held an off-campus program on Shodo Island.

During the first session, the president in his speech encouraged the participants to learn about how the company was using natural resources, thereby finding a lesson for their future career. Then the students learned from the company workers about the company's history and the products sold; in the afternoon, they went to the laboratory to see how olive oil is refined and filled in containers.

Tokumichi Aoki, aged 18, said he was interested in harvesting olives while Manaka



Visiting the laboratory on Shodo Island.

Saito and Naoko Harada, both 18, said they were interested to know how olives were grown and how they are used as cosmetics. On August 28 and 29, the participants went to the orchard to rid the ground of weeds and pebbles and to water the trees. From this work related to olive cultivation, they experienced the management of land, organic agriculture and protection of agricultural products from insects. ★



Symposium panel at JIU's Kioi-cho Campus in Tokyo.

## Plutschow, Oba memorial symposium

by Paul Schalow  
Director, All-English BA Program

In commemoration of the 20th anniversary of the founding of Josai International University in 1992, the Institute for Comparative Cultural Studies in the Faculty of Humanities sponsored a two-day symposium titled "Narrative and Travel to Strange Lands," June 29-30, at the Kioi-cho Campus in Tokyo. The joint symposium was held in honor of two people with deep ties to JIU: scholar of Japanese travel literature Dr. Herbert Plutschow (1939-2010), and author Oba Minako (1930-2007).

The first day of the symposium opened with welcoming remarks from Chancellor Noriko Mizuta. A keynote address by Professor Kasaya Kazuhiko of the International Research Center for Japanese Studies in Kyoto surveyed Dr. Plutschow's major intellectual contributions to the study of how travel was conceptualized in Japanese culture. This was followed by a presentation by University of Indiana Professor Emeritus Sumie Jones on the evolution of representations of travel in Edo and Meiji literature. Toshie Marra from the University of California-Los Angeles (UCLA) East Asian Library also shared memories of Dr. Plutschow in the years he taught at UCLA until his retirement in 2005. In the afternoon, Professor Seiji Mizuta Lippit of UCLA served as discussant for five papers on the symposium theme presented by an international group of scholars: Dr. Daniela Tan (University of Zurich), Tomoko Hirose (JIU), Emanuela Costa (University of Naples L'Orientale),



Dr. Donald Keene reviewing the Oba Collection.

Timothy Goddard (UCLA), and Francesco Comotti (Ca' Foscari University of Venice). The first day of the symposium ended with closing remarks by Dean of the School of Humanities Miki Sumito. At the reception that followed, Dr. Donald Keene spoke movingly of his years of mentoring and friendship with Dr. Plutschow at Columbia University. The evening concluded with speeches by Mrs. Yoshiko Plutschow and Mr. Toshio Oba.

The second day of the symposium opened with a keynote address on the literature of Oba Minako by Chancellor Mizuta. Bunkyo University Professor Emeritus Egusa Mitsuko followed with a presentation on the influence of Chinese literature on Oba Minako's writings, and Toyo Eiwa Women's University Professor

Yonaha Keiko discussed her experience assisting with the editing of *The Complete Works of Oba Minako*. The day concluded with a panel discussion of Oba Minako's life and career by her editor Miyata Maria, Sumie Jones, Daniela Tan, Emanuela Costa and Francesco Comotti, and moderated by Paul Schalow.

The two-day symposium attracted over 250 visitors, including many international researchers, students, and members of the media. During the period of the symposium, there was a special exhibit of rare oil paintings and artworks by Oba Minako displayed in the first-floor gallery at the Kioi-cho Campus main building. There was also an exhibition of fine art and photographs from the collection of Dr. Plutschow in the foyer of the hall. ★

## Community health care summer seminar

by Atsushi Mitsumoto  
Vice Dean,  
Faculty of Pharmaceutical Studies

On August 25 and 26, a summer seminar for community health care in the Kujukuri Beach area was held. The title of this seminar was "What is going on in our community health care?: The interaction of medicine, welfare, public administration and people around Kujukuri Beach."

Students in the seminar, who are interested in community health care, interviewed people in the field about the health status of citizens, problems of community

health care and several approaches for involving the community. Based on their information, all the students discussed aspects for the future of the community and what should be done cooperatively.

Some student comments included: "Disease cannot be cured without care," "Preventive health care is essential to the Kujukuri community," "We'll set out to be professionals for the community," "We'll set out to be the professionals alongside the people in the community."

Moreover, students noticed that there were far more important things to consider than just being a pharmacist. Interacting



with people who are usually isolated stimulated and inspired the students. Some of the students will have an opportunity to talk about the seminar at the presentation event during the JIU Festival at Mizuta Memorial Hall on November 3. ★

## Ferenc Kósa photograph exhibition

by Erina Nemoto  
Center for International Education

The opening ceremony of Ferenc Kósa's photo exhibition, "The World of Ferenc Kósa: Plural Spcae-Time," was held at the Mizuta Museum of Art at Josai International University on September 25.

Approximately 50 guests, including the Ambassador of the Republic of Hungary to Japan, His Excellency Istvan Szerdahelyi, the Director of the Hungarian Government's Tourism Board, Balint Rei Kosa, faculty members of JIU, locals and 12 Hungarian students, attended the ceremony and took a tour of the exhibition with great enthusiasm.

During the opening ceremony, Chancellor Noriko Mizuta gave a brief address, saying that, "We at Josai International University have been developing a rewarding relationship between Japan and Hungary. We are very proud to hold this wonderful photo exhibition at Mizuta Museum of Art. I am sure that everyone will thoroughly enjoy this exhibition."



Chancellor Mizuta and Prof. Atilla Kiraly review exhibition photos.

The exhibition includes a special selection of 63 photographs on the following three stories: "Europe," "Japan" and "Asia, Africa & America." The photos were taken over 50 years through the lens of Ferenc Kósa for his "Sacred Moment" se-

ries. His images are simple, yet convey a strong message of sincere appreciation for the world.

The exhibition ended October 13 after a successful run at Mizuta Museum of Art at the Togane Campus. ★

## Visit Hungary, discover your Japan in our nation

by Dr. Judit Hidasi  
Professor of Communications, Director for International Relations Budapest Business School, Faculty of International Management and Business

The idea of discovering "Japan Within the World" (世界の中の日本) is a most genuine project, which helps to understand and appreciate the footprints of Japanese art and culture the world over.

The attraction to objects and things Japanese can be traced back in Europe to the grandiose Expo held in Paris in 1899. It was through this exhibition that artists and connoisseurs of cultures got to know and learn more about Japanese objects, about Japanese art. The delicate objects of art, the harmony of colors and the refined artistry — so unique to Japanese fine arts — has captured the hearts of many, both professionals and art lovers. Japonisme — as it was labeled — spread over Europe, and in many countries, among others in Hungary, too, artists and art collectors started to develop a great interest toward Japanese art.

Japonisme has a double reading: on one

hand, it conveys the influence that Japanese art has imparted on European fine arts, in terms of thematization, in terms of techniques and in terms of motives. In many pieces of art made by Hungarian artists following the turn of the 20th century (Rippl-Rónay, Ferenczy and others) one can easily discover the elegance, the fragrance and the delicacy of Japanese paintings, of Japanese prints, of Japanese textiles. This was the time when not only fine arts but literature also had been cross-fertilized by certain Japanese genres, most of all haiku. On the other hand, Japonisme also means an intensified interest in purchasing Japanese objects, be they sculptures, netsuke, paintings, wood-block prints and other items of Japanese art. The passion for collecting what was beautiful has made many collectors, art scholars and wealthy aristocrats from Hungary take the long trip to Japan and enrich their private collections by things Japanese. A substantial part of these collections have become by now highly cherished items in museums of Hungary. We will be only happy to see them discovered by young Japa-

nese, who will have a chance to witness and become proud of what Japan has contributed to the world in terms of arts.

The "Sekai no naka no Nihon" project matches very well with the "7 J-Vision" concept, in particular with its No. 2 goal, which aims at "Developing human resources with an international mindset, expertise and extensive knowledge of Japanese culture." We will do our best to work on this hand-in-hand and to reach new heights of academic and cultural cooperation. We look forward to receiving Japanese students from Josai University and from Josai International University next semester in Budapest and support them in finding and discovering Japanese art and culture in Hungary. See you soon! ★



The chorus performs at the JIU 2011 Winter Light Festival on the Togane Campus.

## Josai Mixed Chorus Group to perform at the upcoming JIU Festival

by Hitoshi Tokoku  
Dean, Faculty of International Humanities

The Josai Mixed Chorus Group was founded in October 2010, in commemoration of the 45th anniversary of the founding of Josai University. Chancellor Dr. Noriko Mizuta is the honorary head of this group,

which consists of 60 members of staff, teachers, students, international students, parents, supporters of JIU and local members at the Kioi-cho campus with Akira Kuroda as the leader.

The group has attended various ceremonies, including entrance and graduation ceremonies and the winter light fes-

tival at JIU. The group also had a concert at Kioi-cho with the a cappella group Krokodilos from Harvard University in June this year.

We, the Josai Mixed Chorus Group, will conduct a part of the cultural activities of JIU and will contribute to the university and the community through chorus. ★

## Character building through learning: JIU's mission

JIU prides itself on its youthful ambition and energy, on its commitment to forming the characters of young people with dreams and noble visions of working for the benefit of both local and international communities. The university is guided by the spiritual legacy of its founder, a mission of "character building through learning," in helping students to make themselves responsible individuals and members of society at large.

JIU provides much more than specialized and liberal education in the classroom. The university also offers three practical training programs that focus on the use of foreign language and information processing skills for planning and implementation, and on

the development of the abilities to take the initiative in their endeavors.

The first of these three programs, "field training," was first introduced in Japan by JIU and includes a variety of internships and on-the-job training. The second program is "project training," in which students undertake various projects that they have conceived and planned on their own. The third is "career education," in which students choose their future occupations and start to prepare for their careers by developing their own capabilities.

Through these and other training and education programs, JIU helps students to find their mission in life and offers them solid support with specific preparation and training.



Chancellor Noriko Mizuta

## Profile of Chancellor Mizuta

The Chancellor of Josai University Educational Corporation, Dr. Noriko Mizuta graduated from Tokyo Woman's Christian University. She earned her Ph.D. in American Literature from Yale University, then taught as an Assistant Professor and then as an Associate Professor in the Faculty of Comparative Literature at the University of Southern California.

She was appointed President of Josai University in 1994 and President of Josai International University in 1996. Since 2004, she has held the post of Chancellor of Josai University Educational Corporation.

Dr. Mizuta's fields of research are in Comparative Literature and Women's Studies.

## JIU TIMES Staff and Contributors

- |                         |                     |
|-------------------------|---------------------|
| Trevor Ballance         | Jose Peregrino      |
| Michael Critchley       | Dale Sinner         |
| Neale Cunningham        | Hideo Usuki         |
| Maria Shiguemi Ichiyama | Kathleen Van Deusen |
| Kelly Ise               |                     |

JOSAI INTERNATIONAL UNIVERSITY  
1 Gumyo, Togane-shi, Chiba  
http://www.jiu.ac.jp

The Japan Times, Ltd.  
4-5-4 Shibaura, Minato-ku, Tokyo  
http://www.japantimes.co.jp

# Learn English, experience multicultural Malaysia

by Yasuko Wachi  
Professor, Faculty of Tourism

On September 1, 90 JU and JIU students left Narita International Airport bound for Malaysia for the 2012 English Immersion Program at UTAR (an English study summer program for 16 days). After an eight-hour flight, 44 men and 46 women participants from Josai University and Josai International University with an escort of two teachers arrived at the Kuala Lumpur International Airport and were immediately greeted by the welcome committee from Universiti Tunku Adul Rahman (UTAR) led by Lok Bee Lan. After still another three-hour bus ride to the north of Kuala Lumpur, we arrived at UTAR's Kampar Campus in Perak State. It was almost midnight but all of the students were excited as they were greeted by a host of welcoming students and faculty members of UTAR, who helped each one to settle down in the Westlake Houses (a.k.a. Danish Houses), a group of new houses for faculty and students with a beautiful view of the Westlake.

The English Immersion Program offers elementary, intermediate and advanced level English classes every weekday from 9 a.m. to 5 p.m. for two weeks including various cultural activities (Malaysia offers Malay, Chinese, and Indian cultures) such as experiencing local night market, ethnic dresses, local cooking, music and dancing. In a movie screening, we saw a movie dealing with inter-ethnic marriage issues followed by a free discussion among students. On weekends, various tourism activities were offered and we visited Ipoh, Penang Island, Butterfly Farm, Botanical Garden, Kampung Koh with famous chili sauce and Cameron Highlands with famous tea garden.



Group photo at UTAR.

A series of very important events opened up the doors to this first JU/JIU English Immersion Program at UTAR. The first one was a visit made by Malaysian Tourism Minister Dato' Sri Dr. Ng Yen Yen to the Josai University Corporation Headquarters at Kioi-cho in Chiyoda Ward, Tokyo, on November 25, 2011, to meet Chancellor Dr. Noriko Mizuta of Josai University Educational Corporation. In that occasion, Dr. Ng recommended UTAR to Dr. Mizuta.

The next important event was a visit by Professor Ewe Hong Tat, vice president of UTAR, in April this year gracing the 20th Anniversary Celebration of JIU, as well as attending the 2012 JIU World University Presidents Forum among delegates of 14 universities from 10 countries to discuss the ways to nurture globally minded human resources. Prof. Ewe talked about the new educational challenges for young people to meet the need for a rapidly globalizing job market. Dr. Ewe introduced to Dr. Mizuta UTAR's global educational programs not only for Malaysians but also for worldwide international students and

invited Chancellor Mizuta to visit UTAR.

Interested in UTAR's global educational programs, in June and again in July and August, Chancellor Mizuta herself visited Malaysia and visited UTAR's campuses in Kuala Lumpur and Kampar to see UTAR's global educational programs with her own eyes.

On September 3, Dr. Ng visited Josai University Corporation to give a special lecture on the 21st century tourism in Malaysia. On September 7, upon returning to Malaysia, Dr. Ng invited all 90 participants of UTAR's English Immersion Program to a dinner and cultural event held at Ipoh by the Perak Stake Executive Council members.

As some of the very important events that led us to this program were highlighted, "reciprocity," a close personal reciprocal exchange of people, is the key in this happy development of mutual relations. I would like to take this opportunity to express our hope for a continued reciprocal exchange of people on a wider level, with students, scholars, researchers, faculty and staff of UTAR and JU/JIU.

All of the JU/JIU participants were felic-

itated by earning UTAR summer seminar graduation certificates on September 14. At the graduation ceremony, they received congratulatory words from Prof. Ewe and myself. Gifts were exchanged between UTAR and JU/JIU. All the graduating students participated in graduation speech presentations and cultural performances.

They should be very proud of their achievement as they received the graduation certificate from Pek Hoo Chun and Cheryl Tan Seah Koon. But they should be more proud of their having this opportunity of meeting, making friends with UTAR's living example of dedicated teachers, staff and volunteer students, who really led them to this graduation success through learning about the Malaysian people's open-mind, patience and acceptance in their encouraging care. These will be our students' lifelong treasure that they will cherish, and they will reciprocate the same to the people of Malaysia, especially of UTAR in the future. Then this program will become our Friendship Immersion Program between UTAR and JU/JIU. \*



Chancellor Mizuta (center) with students appointed goodwill ambassadors and JIU President Yanagisawa (left) and Josai University President Morimoto (right).

## Noriko Mizuta Hungary scholarship awards ceremony

by JIU Times

On Oct. 26, Josai University Educational Corporation held an awards ceremony for 17 scholarship students from Hungary studying at Josai International University and Josai University, at the Kioi-cho Campus.

Six of the scholarship students, including Bute Bettina from Budapest Business School, are studying at JU, and 11 are studying at the JIU, including Rizniczenko Ferenc from Szent István University.

Representing the 17 students, Jambor Aliz Laura from Eötvös Loránd University gave a short remark: "We appreciate that we could live and study in Japan on a scholarship. It is very honorable that we could study abroad at JIU as it marks its 20th anniversary."

Later on, two students, including Jambor Aliz, were appointed goodwill ambassadors of friendship and exchange between Josai and Hungary, and Chancellor Mizuta presented each with a sash.

The role of the goodwill ambassador is to introduce Hungarian cultures and events at the JIU school festival and at community events. \*

## Studying renewable energy abroad in Spain

by Minami Oba  
Student, Faculty of Social and Environmental Studies

In spite of having used and supported atomic energy for years, Japanese people no longer trust the safety of nuclear power due to the nuclear disaster at Fukushima Daiichi. Currently, 47% of Japanese people want the government to stop using nuclear energy, and the public is asking for a move toward renewable energy sources such as solar and wind power. The question is, how can this be accomplished?

To answer this question, I was given the opportunity to study renewable energy in Spain as a part of a 10-month study-abroad program through the Department of Social and Environmental Studies at Josai International University. Spain is of interest

because they were able to quickly develop renewable energy. Energy sources that produce no carbon dioxide account for approximately 46.5% of all energy produced. Without nuclear energy, Japan will have to work hard to also achieve a high percentage of carbon-neutral energy, largely due to our unique geography.

For example, Japan receives almost three times more rain than Spain, making solar less attractive for large-scale development. Wind energy is also challenging as Japan has three times the population of Spain to support with significantly less land area available for wind farms. In fact, between Madrid and Barcelona, I saw enormous fields of wind generators. In my opinion, creating wind energy on this scale may not be possible for Japan. Still, we must try.

An important part of my research in

Spain involved interviews and questionnaires to estimate public opinion and general awareness of renewable energy. Everybody I interviewed strongly supported wind energy, although they felt that wind energy is best used to supplement solar energy. I found this surprising. In fact, Spain has a significant supply of wind energy, but most people I interviewed were not aware of it. An important lesson to be learned is that Japan must maintain a high profile for renewable energy as we move forward.

Another lesson I learned in Spain was the importance of government in the adoption of renewable energy. Spain, for example, introduced a feed-in-tariff system in 2007. This system required electric companies to buy and distribute renewable energy produced by private suppliers at a set price for an extended period of time. This system gave the private sector the confidence to invest in renewable energy. As a result, wind

farms and solar energy thrived. For example, although the government set a target of only 371 megawatts of energy from solar energy, by 2008 they achieved 2,700MW.

The Spanish system was not without problems. In particular, the prices the utility companies were forced to pay for renewable energy were unmanageable. Companies went into debt so badly that the government had to issue government bonds to bail them out. Electricity prices for consumers also had to be increased.

In July of 2012, Japan also introduced a feed-in tariff system. Japanese people have questioned if this is a good idea. They are worried that we may face the same financial problems as Spain. Based on my research, however, I think the Japanese system will have all of the benefits of rapid renewable development, but will avoid the debts and financial problems.

The main difference between the Japa-

nese plan and the Spanish system relates to who must pay the high cost of renewable energy. In Spain, the utility companies were responsible. In Japan, all households will help pay the cost from the start of the program. Since July, you can find an additional ¥42 on your electricity bill every month. This fee will be re-evaluated every year to make sure that the system is stable and can be maintained over the long term.

Personally, I am happy to pay this extra payment. Similar to the Spanish precedent, I believe we will see a rapid increase in renewable energy in Japan due to this new system. And thanks to lessons learned from the Spanish system, we can avoid the same pitfalls. Indeed, many Japanese people have expressed support of the extra payment. Forty-two yen a month is a small price to pay if it means an end to nuclear energy in Japan and helps Japan become a world leader in safe, renewable energy use and technology. \*

KAMOGAWA  
CORNER

Faculty of  
Tourism Study Trips

## The Asia Summer Program 2012

by Sayuri Shibasaki  
Faculty of Tourism

From July 16 to August 4, some 17 Josai International University students — including six from the Faculty of Tourism — joined the Asia Summer Program 2012 held at Petra Christian University (PCU) in Surabaya, Indonesia. This three-week interdisciplinary program aims to create a platform for producing leaders who can implant a unique Asian perspective to the future global landscape.

Five leading Asian universities joined the program: Bangkok University (Thailand), Dongseo University (S. Korea), University of Malaysia Perlis (Malaysia), Josai (Japan) and hosts PCU. Each university sent 10-20 participants with more than 90 joining from PCU. Participants took academic courses in English including economics, engineering and Indonesian language.

The program was highly beneficial for the participants from the Faculty of Tourism. Prior to departure for Indonesia our

students took a series of study classes at the Kamogawa Campus and researched about Indonesia's culture, society, history, politics and tourism. This pre-learning provided a platform for a better appreciation of Indonesia — a country they were visiting for the first time. Thanks to the close ties made during the program by the students from all five of the universities, students discovered the importance of cross-cultural understanding and how collaboration with Asian countries is vital. In this sense students took a first step toward becoming "future leaders of Asia."

After the program, participants spent several days in Bali: the popular tourist destination often called "The Land of God." Here, they studied the distinctive quality of Bali's tourism resources by seeing them first-hand.

The Asia Summer Program will be held in South Korea in 2013. Many of the students who went to Indonesia from the Faculty of Tourism are already looking forward to going there, too. \*

by Masashi Ishitani  
Faculty of Tourism

From September 10 to 16, 11 students from the Faculty of Tourism took part in a study trip to South Korea. The main purpose of this trip was for students to gain cross-cultural and tourism-based knowledge that can benefit the promotion of inbound tourism to Japan and also to the Boso Peninsula where the Faculty of Tourism is located.

The study trip began with visits to the Lotte Hotel in Seoul and the Lotte-JTB travel agency. These provided a strong knowledge-based perspective for our students to take to sites of touristic importance during the second part of the trip.

Prior to this, students took part in the "Korea/Japan university joint seminar" organized by Dongseo University. For the past 10 years, Dongseo has been inviting students from three Japanese and two Korean universities to join them at this seminar to discuss, debate and present ideas about a contempo-

by Junko Yamagata  
Faculty of Tourism

With the close collaboration of the Guangzhou Vocational School of Tourism and Business, 12 Faculty of Tourism students spent seven days in southern China from September 10 to 16 on a study trip. The principal aims of this study trip were to provide students with an international forum in which to study the diverse aspects of service and hospitality in China and to strengthen friendship ties within a cross-cultural context.

To satisfy the first aim students took lectures on China outbound tourism given by the Guangdong branch of the prestigious CITS national travel agency and the privately owned travel group CGZL. This gave students a strong sense of the unique fea-

ture of China's tourism industry. Secondly, students visited a number of 5-star hotels in the region where they experienced the Chinese approach to hospitality first-hand.

Finally, JIU students enjoyed the hospitality of students from the Guangzhou Vocational School of Tourism and Business, including food and beverages prepared by the hosts themselves, which particularly impressed the Japanese students present. The Chinese students also planned and conducted a tour of Guangzhou that took in the city's historical, cultural and commercial aspects of tourism provision. JIU students were even afforded the opportunity to visit the homes of ordinary Chinese citizens as a part of this tour. Before returning to Japan, everybody enjoyed staying at, and learning about, the world famous Peninsula Hotel, Hong Kong.

From an educational and experiential viewpoint this study trip gave students a real insider's view of the tourism industry in contemporary China. Students were able to develop their sense of internationality and acquire a deeper understanding of the importance of cross-cultural ties between China and Japan. \*



Panelists present on the theme "Choices and Decisions" hosted by Dongseo University.

Panelists present on the theme "Choices and Decisions" hosted by Dongseo University.

From an educational and experiential viewpoint this study trip gave students a real insider's view of the tourism industry in contemporary China. Students were able to develop their sense of internationality and acquire a deeper understanding of the importance of cross-cultural ties between China and Japan. \*



Students participate in a culinary class in Guangzhou.

From an educational and experiential viewpoint this study trip gave students a real insider's view of the tourism industry in contemporary China. Students were able to develop their sense of internationality and acquire a deeper understanding of the importance of cross-cultural ties between China and Japan. \*

## Letters from Students in California

by Keitaro Sugai  
Josai University

I have been studying English at the University of California-Riverside (UCR) Extension Center in California for five months, and I can discover many differences between Southern California and Japan every day. Especially, the weather in Riverside is totally different from the one in Japan. Riverside is located in the inland part of Southern California and it takes 90 minutes from Los Angeles airport by car. Average temperature around UCR on July and August is over 27 degrees centigrade and I first experienced over 40 degrees centigrade for a couple of days this summer. In addition, compared to the Japanese muggy weather, Southern California is quite dry because of its location in a desert area. Since there is little rain in Riverside, except for sudden thunderstorms, I have not used my umbrella here since this April.

Dry, hot weather is appropriate for growing citrus fruits. You can find many different types of orange groves here in Riverside and you can smell orange blossoms in spring. Oranges have led to the development of Riverside and people call it "the Second Gold Rush." In fact, UCR started as the Citrus Experiment Station in 1907 and Agricultural Science in UCR is now taking the lead in the United States.

UCR is one of 10 campuses of the University of California. There are more than 20,000 students on the main campus and I am a student in the English Intensive Program of the International Education Programs (IEP) at UCR Extension. UCR Extension offers a wide variety of English language programs for non-English speakers from approximately 40 countries. About 5,000 students enroll in this center each year. I have made many friends here from not only the U.S., but also China, South Korea and Mexico. Through spending time with my diverse friends, I realize I need more knowledge and deep insights regarding other countries as well as Japan.

When I meet with foreign students for the first time, they sometimes ask me, "Are you Japanese?" If I answer "yes," some students reply to me, "I like Japan because of many good foods and electronic products" and so on. Whenever people applaud Japanese culture I notice Japan is a great country in the world and feel pride in my country. At the same time, I realize there are few things that I know about other countries and regions. This awareness spurs on my learning overseas and English is a great tool to understand and communicate with diverse people.

California reminds me that the United States is an immigrant country. My host-parents come from Italy and the Philippines. Diversity is a great feature in California, and it helps me to think about everything from different perspectives. If I did not come here, I would not have such an exciting and valuable opportunity. I hope my life in California will help me to develop myself in the future. \*

by Yuki Kudo  
Josai International University

Greetings from California. I have just arrived here, but I feel quite comfortable because this is actually my second time in Riverside. I joined the "Kokusai Koryu Kenshu" program in February and was here for two weeks. That program was full of enriching and unforgettable experiences including visits to local schools and a visit to the Japanese American National Museum. However, it was a short program and I decided to return in order to have a longer homestay experience and to focus my studies on the improvement of my English language skills.

The family I'm staying with this time is of four people: Duncan, Maria, Fermando and Jason. I later found out there is another student staying with us and his name is Charley — he's from China. The only language we can communicate in is English, so I'm looking forward to taking advantage of this environment. I had quite an interesting experience the week I first arrived. I was invited to a block party and I had a good time. I also enjoyed an outdoor concert.

I certainly hope that all these and future experiences will help me be a good English teacher in the future. \*



Her Imperial Highness Princess Takamado (left), Chancellor Mizuta (center) and Josai University President Morimoto.

# Princess Takamado exhibit

by The Japan Times

The Mizuta Museum of Art at JIU's sister school Josai University in Sakado, Saitama Prefecture, held a special exhibition of photographs taken by Princess Takamado through October 20.

"BIRDS THAT FLY & NETSUKE THAT TRAVEL" was a series of recent photos that captured some of Princess Takamado's many passions. As the honorary president of BirdLife International, a partnership of

organizations around the world dedicated to bird conservation, the princess has been an avid birdwatcher and photographer of wild birds.

Netsuke, ornamental items used to attach objects to a kimono sash, have become collectible works of art. The netsuke collection of Princess Takamado and her husband, the late Prince Takamado, mostly made up of contemporary pieces, is well known for its breadth and value to researchers. The princess took some netsuke and placed them in

natural settings, such as a rice field or garden. The photos she took of these "traveling netsuke" show a keen artistic sense with the occasional humorous touch.

Some 50 photographs of birds and netsuke were exhibited. Also, 69 contemporary netsuke from the Takamado collection were displayed. All proceeds from the exhibit were donated to nature conservation groups.

The Mizuta Museum of Art opened in December 2011, named after the university's founder, the late Mikio Mizuta. ★

# Summer internship in South Korea

by Lee Hee Suk

Faculty of Management and Information Studies

This summer, from August 10 to 17, 26 students from the Faculty of Management and Information Sciences went to South Korea on an internship. The interns visited several companies, including Samsung Electronics, the Lotte Hotel and Lotte World, Hyundai Motors, and Changshin Information and Telecommunications. The students were also able to meet Korean university students at several universities, including a sister school of JIU, Hannam University, in Daejeon. In addition, time was spent in Buyeo City and Gongju City, and the participants were able to take in such sights as the Gyeongbok Palace, Namdaemun Market and the famous shopping area called Myeongdong.

At Samsung Electronics, which is developing an increasing presence in the world, the students were able to handle and operate the latest models in popular electronics, such as 3-D televisions, LED televisions, smartphones and some visual equipment. All were impressed with the quality of the products compared with Japanese electronics. They found them to be thinner and lighter and offered at budget prices.

At the Lotte Hotel, the students marveled at the variety of special rooms offered to guests. There was a VIP room, another



Students take a group photo at Samsung Electronics Co. Ltd. in Seoul.

room just for children, rooms with heated floors and various rooms in which to hold events of all sizes. After that, everyone enjoyed the amusement park, Lotte World.

Next, the students visited Hyundai, a South Korean automaker rapidly becoming a top contender in the highly competitive global automotive market. The students compared the vehicles that Hyundai produces to Japanese vehicles and found that, although the quality and performance in particular were not different, the prices were affordable and the designs attractive enough to offer stiff competition for Japanese automakers.

In the Changshin Information and Telecommunications laboratory, the interns were able to inspect the newest home network system, called Ubiquitous. Subsequently, at a round-table conference with the president and vice presidents of the company, students were able to ask questions regarding the present condition of small and medium-sized South Korean enterprises. The students asked many good

questions and learned much about management strategy and technical innovation. It was an invaluable experience with significant time spent talking one-on-one with vice presidents who carefully explained the troubles such enterprises encounter on a daily basis in the business world.

Finally, the students visited Konyang University, the Hankuk University of Foreign Studies and the sister school, Hannam University, where they were able to meet South Korean students of the same age and engage in intercultural exchange. Though the interns could not speak Korean, they exchanged opinions in English, through gestures and the use of smartphones about a broad array of topics, such as differences between the two countries, employment, romantic relationships, student life and the future Japanese-South Korean relationship.

Overall, the 2012 South Korean internship was a significant experience of true international exchange for all the young people who participated. ★

# Josai University Student Association celebration at fall entrance ceremony

by Ma Jingying

Student, Graduate School of Humanities

During festivities at the JIU Autumn Semester Entrance Ceremony held on September 13, the International Student Center held a special ceremony to welcome freshmen into the Josai University Student Association. The presidents and vice presidents of Josai-Dalian & Tohoku, Josai-Tianjin, Josai-Beijing, Josai-Kanan (South China), Josai-Hungary, Josai-Norway, and Josai-Korea attended the event, as well as Chancellor Noriko Mizuta, Advisor Takashi Murai, and the President of JIU Hakuo Yanagisawa, who delivered welcome messages to the new members of the student association.

"I am delighted at the inauguration of the Josai-Dalian & Tohoku Alumni Association. At JU and JIU, various cooperative projects have been initiated with Josai-Dalian & Tohoku with success. Exchange students from Dalian and Northeast China are coming here to study. At the same time, we are awarding Mizuta scholarships, building up the memorial library, conducting joint symposiums, as well as executing new training programs and holding



Advisor Murai, Chancellor Mizuta and student association members.

lectures. Moreover, the president of the China Business Executive Academy Dalian and the president of Dalian University of Foreign Languages have been nominated professors emeritus. I hope that throughout the world, and especially in Dalian, connections with our university will be persistent and remain meaningful," Chancellor Mizuta said.

Freshmen representatives and the presidents of students association, including

Wang Hao of Josai-Dalian & Tohoku, Ma Jingying of Josai-Tianjin, Lyu Tingting of Josai-Beijing, Wu Jiayu of Josai-Kanan (South China), Szilágyi Andrea of Josai-Hungary, Melike Yildiz of Josai-Norway and An Hee Young of Josai-Korea also spoke at the event.

JIU Vice President Masumi Ishida gave the closing speech at the event, after which the new freshmen members sang the JIU school song and *Ue wo muite aruko*. ★

# Gender studies: the case of Yamamba

by Ayumi Ishijima  
Researcher, JICPAS

Josai International University's Institute for Gender and Women's Studies (IGWS) has been conducting three main research projects since its establishment in 1999: Yamamba Studies; Study on Modernization and Women's Handiwork; Women and Cultural Movement Studies. These three studies all look at how gender conceptions were influenced by cultural structure changes and the modernization of society.

IGWS places a special emphasis on cultural criticism, particularly on women's representation and on gender politics during the modernization period. One of those studies regarding Yamamba was published in 2002 under the title of "The Story of Yamamba." Yamamba myths have been handed down by Japanese people in historical tales. Yamamba is a term

originally referring to mythical older female beings who were abandoned in remote mountainous areas. They were described as having a big mouth at the top of their head and, according to legends, preyed on people. They always moved around from mountain to mountain in order to survive and often hovered between life and death. So Yamamba have traditionally been described as fearful witches. At the same time, they were also regarded as free and active women who do not conform to human society's gender role expectations.

Generally, women in Meiji/Taisho and Showa Japan were educated to be quiet and submissive both at home and in the public sphere. As these women were first considered by a male-dominant society as reproduction partners, they were raised to be gentle and passive sexually. Meanwhile, there were also exceptional women during those days, women who stood up for their freedom, were self-

sufficient, independent and held liberal views toward sex. Because of their independence, these women were never counted as members of the gendered society and encouraged to remain out of sight.

Yamamba represent "unusual" women in a gender-restricted society: independence, self-sufficiency and liberal views toward sex. We, therefore, use the metaphorical concept of "Yamamba" to describe and study fictional and non-fictional characters of this time period who embody these Yamamba-like qualities. In other words, for us, since Yamamba impersonate women's free agency, the aim of Yamamba Studies is to reevaluate the lives of untraditional female characters who appeared during the Meiji-Taisho-Showa period. We believe that the concept of Yamamba is very important for gender studies in Japan since gender roles and culture based on sex discrimination still influence modern social mores. ★

# Dato' Sri Dr. Ng Yen Yen interview

At Josai International University's 2012 graduation ceremony on September 4, the JIU Honorary Doctorate Nominations Committee conferred an honorary degree on Dato' Sri Dr. Ng Yen Yen, Malaysia's Minister of Tourism (see story on page 1).

The following is an interview conducted at JIU by first-year graduate student Naho Fujisawa, who is currently studying International Administration at JIU's Graduate School of Humanities.

**What is your first impression of JIU?**

I first heard of JIU from some of my friends in Japan and through some of my research. I got to know that JIU is one of the few universities in Japan that has actually established a Faculty of Tourism. I'm delighted because that shows that JIU has a very clear understanding of changing global trends and that JIU is delivering (the kind of education needed) in an ever-changing world. Tourism is a very dynamic new economic opportunity for the world, especially in the Asia-Pacific region. And for JIU to become a leader in tourism (shows that) JIU has great leadership.

Mostly, tourism comes under some kind of hospitality work — but not a faculty of tourism. So that makes me want to know more about JIU. That is why I came to JIU in November to meet with the dean of your faculty, who is also the university's vice president, Mr. (Masumi) Ishida. I also spoke with the Chancellor to discuss youth issues. And that's when I found how very close our interests were with your Chancellor, Madame Noriko (Mizuta), on gender issues and on creating a more equitable world in terms of gender. So that's my impression — that this university is a very forward-looking (institution), very progressive in light of ever-changing global trends.

Now that I've come here I'm very privileged to receive the doctorate. I came to this Chiba campus and it just so fascinates me because it is so beautiful, so much nature. I think JIU is a great university.

So as I understand it more, it dawned on me that it is a very international university. It is very internationalized — to the extent that youths from many countries are studying here, from China, Malaysia. That

shows that JIU has established itself as a highly internationalized (educational institution) and that's what the world needs.

**What are your expectations regarding relations between Malaysia and JIU?**

Number one is that I would certainly hope that with the great honor conferred on me I could play a bigger role as a bridge for further collaboration between JIU and Malaysian educational institutions. The very fact that JIU has already established networks in Malaysia with various universities indicates great demand for this networking.

I would like to see more Malaysian young people coming to JIU for an introductory tour. It is very easy for Malaysians to come for three or four day tours to have a look at the university. There must be greater awareness of Josai among Malaysians. I would also like to see students from this university, students who come from so many countries, come to Malaysia and experience our multiculturalism, our multi-religions and our lifestyle — the way we do things and compare notes and share. So I look upon the whole collaboration on a sharing basis and (as a way) to help educate each other.

**You are a medical doctor, a mother, leader and a government minister. What have been the biggest difficulties in your life and how did you overcome them?**

I think in life's journey, whether you are an individual with one or two roles or many roles, one of the greatest challenges is to know when to make the right decisions. In my case, I've had many, many roles; wife, mother, daughter (my mother is living with me), mother-in-law. Decision-making at every stage of life is very important. One had to think very deeply on what the impact of one's decisions will be both to yourself and to (your loved ones) and, of course, for the future. I think making decisions for your career is not easy, but making decisions for your family and your future, that's a challenge. Many women face this challenge.

I don't know about Japan, but for many women it's actually a very difficult decision to make: Do they quit their job, stay at home and become a full-time mother, and then go back to the job? This is very tough for any woman and it is also a deci-



Dato' Sri Dr. Ng Yen Yen

sion, which governments must think about because, invariably, when a woman leaves the workforce to go and be a good mother, she loses out in the workforce. So we're looking at various models in other nations where they do not compromise women for taking up the role of motherhood. So this is one of the decisions that mothers face, that young women face that is also a challenge for government.

**Do you have a message for the students at JIU?**

First, my message is congratulations. They are all studying in a very forward-looking, modern international institution of learning. That's important — not to be enclosed in one community. So, my congratulations.

Secondly, my message is to use this platform to mix with anybody and everybody, to learn not only about your subjects but to learn about life. And in Josai University you have local communities around. It's also my message to start volunteer work in the local community, to expand your horizon. Then you come out with very wide knowledge.

The next message is to enjoy JIU! You don't have to study each and every day, but enjoy a balance of life. I think I would like every student to have that very simple message, a sense of pride in a very good university, a sense of contribution and a sense of joy.

**Thank you very much for your time. I hope you will come to visit us again.**

I hope so. I hope to see your cherry blossoms. ★

## Seven goals toward becoming a leading university in the world

### "7 J-Vision"

JOSAI  
20/50  
ANNIVERSARY

1. Expanding the horizons of students' capacity to serve society
2. Developing human resources with an international mindset, expertise and extensive knowledge of Japanese culture
3. Continually improving the quality of educational programs; collaboration directly connected to local and international communities
4. Improving our research capabilities and promotion of innovation
5. Enriching the campus environment through internationalization and networking
6. Establishing a stronger university governance system to support the dynamic development of education, research and social contributions to the community
7. Strengthening the impact of our communication capabilities and social presence