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“The Logic of State-led Internationalization of Popular Culture and Soft Power: An Empirical Research on Youth Consumption of Japanese Popular Culture in East Asia”

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“Chinese-Filipinos and the West Philippine Sea Dispute: Nation, Affect and Aversion”

日時

2016年

2月8日 月 15:00-17:30

京都大学 文学部新館 5階社会学共同研

主催: 京都大学安里研究室
協力: 京都大学アジア研究教育ユニット
京都大学アジア親密圏/
公共圏教育研究センター

参加費: 無料

申込: 不要

言語: 英語 (通訳なし)



Abstracts

Alleson II D. Villota

The Logic of State-led Internationalization of Popular Culture and Soft Power: An Empirical Research on Youth Consumption of Japanese Popular Culture in East Asia

A number of scholars have generally focused on the agent-based interpretation of Nye's soft power and popular culture whereby policy level discourses, state-enterprise partnership, production and circulation, and inventory of soft power resources are mostly the focus of analyses. This study is an empirical research on the structure-based interpretation of soft power in relation to popular culture consumption. Using the Asian Student Survey datasets of 2008 and 2013 and employing comparative and longitudinal strategies, this research attempts to do two things. First, it looks at the trends and patterns of consumption of Japanese popular culture in Northeast Asia and Southeast Asia, not long before and immediately after the "Cool Japan" and related policies were institutionalized by the state. Second, it aims to investigate the relationship (or lack thereof as proposed by skeptics) between Japanese popular culture consumption, (primarily in the form of media) among the youths in East Asia and how it is correlated to corresponding behavior influence outcome towards Japan. Data reveal that cross-border consumption within the larger East Asia of Japanese popular cultural products—when compared with cross-border Chinese or Korean popular culture—remain to be the most widely consumed. Moreover, Southeast Asia consumes more Japanese popular culture than its Northeast Asia counterpart, which can be deemed paradoxical when cultural proximity is considered. More respondents from China (mainland), Taiwan, and Hong Kong also consume Japanese popular culture than in South Korea. Japanese popular culture also seems to cater to both female and male youth population (contrary to Korean popular culture where majority of consumers are female). Finally, findings reveal that consumption or exposure to Japanese popular culture has significant positive correlation with perceived influence of Japan, acceptance level of Japanese, interest in studying Japan, and proficiency and interest in learning the Japanese language.

Tina S. Clemente

Chinese-Filipinos and the West Philippine Sea Dispute: Nation, Affect and Aversion

The territorial dispute between China and the Philippines has gained much attention in recent years, ushering an unprecedented period where foreign relations between the two countries are most strained. The stance of both countries as well as that of international sentiment generated mileage not just from media but also from academic and policy circles. The research question is, how do Chinese-Filipinos stand amidst the dispute? Contested borders and frontiers are not only in the realm of the geopolitical but also in terms of a more amorphous discourse on identity, which involves a dynamic within intimate spheres and between intimate and public spheres.

In the wake of the tensions, the study elucidates the complex issue by exploring informant perceptions in two major contexts. The first context of the investigation is the perception of Tsinoys towards the territorial dispute. This perception considers the Tsinoys¹ as a diasporic community coming to terms with their place in Philippine society after a long history of trade, migration, and settlement. The second context is the perception of Pinoys² towards Tsinoys. The investigation attempts to answer the research question by using a qualitative research methodology and applying purposive sampling on Tsinoy and Pinoys respondents in Metro Manila. The instruments for gathering data include a self-administered structured questionnaire and interviews with key informants.

This study seeks to contribute input to cultural studies, integration perspectives and foreign policy, considering that Tsinoys constitute an important community in the Philippines' socio-economic and political fiber.