UT Austin - JSPS Conference

Interrogating Japan's Soft Power

Conference Program

Friday, February 24

7:00 - 9:00  Welcome Reception & Buffet Dinner at Doubletree Guest Suites

Saturday, February 25

8:00 - 8:30  Coffee & Continental Breakfast

8:30 - 8:45  Welcoming Remarks by JSPS & UT

8:45 - 10:25 Session: Japan's Aesthetic Influence
  Christine Guth - Making an Impression: Cross-cultural uses of the Japanese Woodblock Print

10:25 - 10:40 Coffee Break

10:40 - 12:20 Session: Religion and Soft Power
  Yamada Shoji - Zen: An Imagined Soft Power
  William LaFleur - Pulling the Way of Bioethics Towards the Middle: Japanese Voices within the International Context

12:20 - 1:50 Lunch Break
  Boxed lunches served in conference room
  Optional Tour of UT tower

1:50 - 3:30 Session - The Soft Power of Narrative
  Bill Tsutsui - The Prehistory of Soft Power: Gojira/Godzilla and the American Consumption of Japan
  Takayuki Tatsumi - Cyberpunk Japan, Avant-Pop America

3:30 - 3:45 Coffee Break

3:45 - 5:25 Session: Contemporary National Branding
  Anne Allison - J Cool in the Global Imagination
  Iwabuchi Koichi - Uses of Media Culture: Beyond Brand Nationalism into Cultural Citizenship

5:25 Closing Remarks

6:30 - 9:00 Dinner for Panelists