

EASTASIANET.EU WORKSHOP AND MEETING

30 AND 31 MAY 2008

MIS-TAKING ASIA



Picture by Professor Gary Rawnsley

SPEAKER DETAILS AND ABSTRACTS

Seminar Room 3, Leeds Humanities Research Institute
29–31 Clarendon Place, University of Leeds, Leeds



White Rose East Asia Centre

Clémence Andréys, Institut d'Asie Orientale Université de Lyon
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'Cultural Misrepresentations of China and its Inhabitants in the Colonial Era'

The colonization implies the contact of two nations. The history of colonization is the history of a reciprocal perception of the Other and its strangeness, the history of the confrontation with this Other. Each nation develops an image of the Other. But the political context led to cultural misperceptions. As counterpart of Europe, Asia exerted fascination. Fascination means attraction, enthusiasm but also aversion: approval and refusal are connected. In the eighteenth century, China was considered as a model in Europe because of its government and administration, its culture and philosophy. This image changed when European nations invaded China in the nineteenth century. By this time, values were inverted: China and its inhabitants were depicted as barbarian. The Western countries considered themselves as the bearers of progress whereas the Orient incarnated stagnation, rigidity and backwardness. My paper will be based on images, press articles, novels, etc ... which communicate a vision of the Orient full of clichés and stereotypes. They had to bridge the geographical gap but correspond to the ideas, approaches and models of the German society. Through these documents, I would like to analyse the German vision of China and the Chinese during and after the occupation of Qingdao and its impact in the relations between Germany and China. How did they stage the relations between the two communities in the first half of the twentieth century? I wish to discuss different types of misperceptions. I will also try to expose what is symbolically at stake in the production of the figurative and written colonial discourse. They pretend to represent normality but in fact they distort reality and convey an ideological message. How do they establish and stabilize the colonial system? To what extent can they be designated as propaganda? The development of stereotypes is related to the way images were used in the scientific discourse. It is also interesting to point out the role they play in the defining of a collective memory? The fabrication of the Other is always orientated towards our own contours. Building alterity and identity are simultaneous phenomena. By the German of the Wilhelminian era, one can notice a strong will to shape their identity against the Other. The representation is like the mirror of the German society acting on the Chinese society with a predominant feeling of superiority. They saw in the "civilizing" and the evangelization of China, an important task to carry out. This is a phenomenon of self-admiration through the image of the Other, a return to oneself through the mediation of Other's fiction.

Clémence Andréys is a PhD student with research grant and fellowship, Institut d'Asie Orientale, ENS LSH / Université Lumière Lyon 2

Dr. Rui D'Ávila Lourido, Observatory for China; City Council of Lisbon,
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'Europe–China, some Historical Mutual Misperceptions'

Dr. Rui D'Ávila Lourido developed several research projects, conferences, lectures and university programmes on the historical Asian Space, in Portugal and abroad. He was a young scholar in the international scientific team of the major UNESCO Project – The Integral Study of the Silk Roads – Roads of Dialog. He was also a member of the Working Group of the

Portuguese Commission for UNESCO, for that project from its beginning (1990) until he went to Italy (1996).

So he had the opportunity to develop scientific activities in several countries: China, Japan, South Korea, Borneo, Philippines, Thailand, Russia, Hungary, France, Italy, Vatican, Spain, Brazil and Portugal.

Dr. D'Ávila Lourido published (in Portuguese, English and Chinese, from scientific publishers of Europe, America, and China) several scientific works on the History of the Europe–China and Brazil relationship.

He is President of the *Observatory for China: Association for the Multidisciplinary Research of Chinese Studies*: www.observatoriodachina.org

Alexandre Benod, PhD Student, IETT, Université de Lyon – Jean Moulin

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‘Mistaking Epistemology: On Validity of the Japanese Concept of New Religion in Europe’

This presentation will deal with the using of the Japanese Concept of New Religion in Europe, and will especially focus on the example of France.

Starting by drawing an overview of the history of the concept of New Religion in Japan, we will shift on to highlight how that Japanese concept spread out of Japan. Finally, it will show why applying the Japanese definition of New Religion in France can be irrelevant.

Alexandre Benod received a Master’s degree in Japanese Studies from Jean Moulin University of Lyon in 2007. He participated in an exchange program with Rikkyo University (Tokyo) in 2004–2005. He is currently preparing his PhD dissertation under Professor Jean-Pierre Giraud’s guidance in Jean Moulin University of Lyon since 2007. His scholar activities mainly focus on Japanese New Religions and especially the representations of the development of supra-natural powers

Dr. Stefan Brehm, Centre for East and South-East Asian Studies, Lund University

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‘Mis-taking Universities as Developmental Tool? Academic Knowledge Production and Economic Performance in China’s Manufacturing Industries’

While technological progress in China’s manufacturing industry has been attributed mainly to spillover effects from foreign direct investments, empirical research has paid less attention to the role of the country’s growing indigenous innovation capabilities. With the Chinese government’s official objective of shifting from a resource-driven to a knowledge-based economy, science and technology policies push universities to assume a new role as entrepreneurs and to reconsider their traditional functions as teachers and researchers in light of commercial relevance. Based on panel data for China’s large and medium size corporations aggregated at the three-digit industry level between 1998 and 2004, I show that universities are becoming more integrated into regional systems of innovation. Spillover effects, however, vary among regions, sectors, and in relation to ownership structures, and depend on

intramural R&D expenditures as a means to absorb external knowledge. The results suggest that science and technology policies neglect institution building to facilitate embedded science-industry linkages and over-emphasize incentives for universities to provide public research as a private good.

Dr. Stefan Brehm – Brief Bio

- 01/2006: Post-doctoral Research Fellow at the Centre for East and South-East Asian Studies, Lund University, Sweden.
- 08/2002–07/2005: PhD program “Global Challenges – Transnational and Transcultural Solutions”, Tübingen University, Germany.
- 03/1997–12/2001: Studies in Economics and Chinese at Tübingen University, Germany and Fu Jen Catholic University, Taiwan.
- Research Profile
 - Topical interests: Public Administration, Innovation Studies, Financial Markets.
 - Regional Focus: China.
 - Theoretical Focus: New Institutional Economics, Political Economy.
 - Methodological Focus: Mainly Quantitative Studies but also some Qualitative Analysis.

Dr. Stéphane Corcuff, Institute of East Asia, ENS, Lettres et Humanités, Université de Lyon

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‘Taiwan Straits Geopolitics Across Boundaries: The Deconstruction of China–Taiwan Relations and the De-imperialization of Academic Discourse’

This presentation is aimed at using a cross-disciplinary perspective (geopolitics, history and philosophy) to raise the issue of a deconstruction and question of the notion/perception/assumption of Taiwan’s Chineseness; the possibility of political “constants”, over four hundred years of relations across the Taiwan straits, in the way China has dealt with Taiwan, that do not match the current Chinese political discourse on China–Taiwan history; and ultimately raise the question of why a discourse on “decolonization” of Taiwan is a sensitive topic leading to interesting academic behavior.

Dr. Stéphane Corcuff is associate professor of political science, politics of the Greater China region, University of Lyon, Institute of Political Studies; researcher, Institute of East Asia. He is President of the French Association of Taiwan Studies. Dr. Corcuff is editor of the collective volume “Memories of the Future. National Identity Issues and the Search for a New Taiwan” (2002) and author of a Chinese language essay on Taiwan’s identity politics, ethnicity and national imagination (風和日暖。台灣外省人與國家認同的轉變, Taipei, 2004).

Professor Andrew DeWit, School of Policy Studies, Rikkyo University

‘Japan – Risking Externalities in Energy and the Environment’

This paper examines the challenges that Japan confronts on energy and climate change as well as the reasons for Japan’s comparatively weak, reactive stance towards these two intimately linked phenomena. The mounting negative externalities of fossil fuel dependence include geopolitical risks, magnified in the Japanese case by a striking dependence on the Middle East oil producers even as the region becomes increasingly unstable. In addition, the environmental consequences of fossil fuel use are increasingly recognized to be a multifaceted and global threat requiring a commensurate level of policy coordination.

Until recently, Japan was generally regarded as strongly activist on the environmental and energy fronts, through conservation, global cooperation (eg, the Kyōto Treaty), and so forth. This image made intuitive sense: given Japan’s high level of oil dependence, high exposure on the environmental front, relative lack of extractive industries and so on, one would expect Japan to be taking a prominent leadership role in countering environmental and energy risks. But in fact, Japan’s current level of effort is middling at best, and almost certain to slide further over the short- and near-term. This paper therefore also seeks to explain the reasons for the gap between Japan’s apparent incentives and its action.

Andrew DeWit is Professor in the School of Policy Studies, Rikkyo University. His most recent work on energy and Japan includes “Mediating Externalities: Energy and Environmental Risks in Japan” Rikkyo Keizaigaku Kenkyu (61) 3 3, 2008 http://www.rikkyo.ac.jp/grp/eco/paper/images/61_3_1.pdf and (with Kaneko Masaru) Kankyo/Enerugii Kakumei. Aspekuto: 2007.

Dr. Jo Elfving-Hwang, Centre for Interdisciplinary Gender Studies, University of Leeds
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‘Critical Intersections: ‘Western’ Feminist Theory and South Korean Women’s Literature’

This paper will discuss the thorny issue of applying a Western-originated gender theory in a non-Western context. The use of Western-originated theory is a contested issue in the field of gender theory in particular, because there is a sense that feminist critics in the West are attempting, whether unconsciously or not, to impose a kind of a cultural and sexual hegemony over non-Western women. The discussions in this paper arise from my interest in critical theory and research on South Korean women’s literature. Taking the work of a French feminist critic Luce Irigaray as an example, I will argue that although there are undoubtedly many instances where theory formulated with a Western culture and society in mind can serve to distort our understanding of gender in a different cultural context, there are also instances where the ways of conceptualising gender and femininity intersect. Furthermore, using Bracha L. Ettinger’s concept of the feminine within psychoanalytical thinking as an example, I will show how allowing cultural context to ‘read’ theory (rather than vice versa) can illuminate the logic of the critical concept itself.

Dr. Jo Elfving-Hwang

BA (The University of Sheffield), PhD (The University of Sheffield)

- Main research interests lie in modern Korea literature and contemporary women's literature in particular, the study of representations and their use in the literary and visual arts, gender theory, critical theory, and to a certain extent, folklore.
- Currently Korea Foundation Postdoctoral Research Fellow at the University of Leeds, Centre for Interdisciplinary Gender Studies, and Research Associate in the White Rose East Asia Centre
- Visiting lecturer in Korean literature at the University of Sheffield
- Published a number of articles on Korean literature, and currently working on a book tentatively titled: "Fiction and Femininity in South Korean Women's Literature"

Dr Vanessa Frangville, IETT, Université de Lyon – Jean Moulin

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'Mis-representations of Tibet in the West and in China: *Seven Years in Tibet* versus *Red River Valley*'

I am going to be taking a look at contemporary visual representations of Tibetans in the context of two films: one Chinese film we will call "*Red River Valley*" and a famous franco-american film, *Seven Years in Tibet*. The main point here is to demonstrate how two different ideologies can produce very similar discourses and maintain lack of understanding by avoiding debate and supporting orientalist mis-representations of the Other.

Professor Dr. Seán Golden, Facultat de Traducció, Universitat Autònoma de Barcelona

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'Caught in the Colonial. Case Studies of the Impact of British Imperialism in China on Colonial Administrators and Metropolitan Underclasses'

In his edition and translation of the 三字經 *Sanzijing* as a textbook for learning to read Chinese, Herbert A. Giles glossed each word's etymology, semantics and connotations. When he glossed 家 *jia* as a pig beneath a roof, he parenthetically remarked to his intended British readership that "our" Irish neighbours would certainly understand this. Giles was posted to China in the British imperial consular service from 1867 to 1892. His condescension toward the Irish, a rebellious nation that Great Britain had already (apparently) colonised, is a counterpart to his attitude toward the Chinese, an empire that Great Britain wanted to colonise. The combination of imperial service and Sinology is not innocent in this case, and Giles' discourse demonstrates the effects of attempting to master the colonised "abroad" on his attitudes toward the colonised "at home", an effect that has been clearly analysed and explained by Frantz Fanon. Another consular official, Robert Hart, who was an a Northern Irish Protestant Unionist, took charge of the Chinese customs bureau, to satisfy imperial designs, and hired Catholics from the West of Ireland to control the customs service. The "Ever Victorious Army" under the command of "Chinese" Gordon had to resort to the services of an Irishman who had become a Chinese pirate as interpreter in order to negotiate the surrender of the Taiping defenders. Both Giles and Hart represented the colonisers – at

home and abroad – and both “translated” China from a British imperial perspective, in action in both cases, and also in words in the case of Giles. The anonymous Irish interpreter was but one representative of the colonisers’ underclass, but one who also “translated” China. Postcolonial studies tend to concentrate on the experience of the colonised before, during and after the processes of colonisation, but seldom analyse the impact of imperialism on the colonisers themselves, and even less so, on the underclasses created in the Metropolis by the very same process of colonisation that affected (and affects) the colonised. Ireland suffered the full effects of colonisation, but the Irish were also integrated into the imperial service, the landlord class as “masters” and the peasants as soldiers and workers – “servants”, as were the English, Scottish and Welsh underclass. Tracing the history of the effects of colonisation on the Metropolitan underclass is more difficult (for being less well documented) than tracing its effects on the ruling class, and the relations between the Metropolitan masters and their underclass with the Qing dynasty officials and their own underclass are very complex, but case studies of these relations, such as those offered here, will add a new dimension to postcolonialist considerations of the translation of the Chinese experience.

Seán Golden, Full Professor of East Asian Studies, Universitat Autònoma de Barcelona (UAB), Spain; former Dean, Faculty of Translation & Interpreting (UAB); Director, Institute for International & Intercultural Studies (UAB); Director, Asia Programme, CIDOB Foundation, Barcelona; Member of the Board of Advisers, *Casa Asia* (Asia House), Barcelona; Member of the Board, Venice International University. PhD, Universitat de Connecticut (USA).

Professor Roger Greatrex, Centre for East and South-East Asian Studies, Lund University
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‘Misunderstanding China’s Innovation Indicators’

To sustain its economic growth over the coming decades, China and its firms must be innovative. In the 1950s China was far from innovative, or rather we can say that the system in place then did not encourage innovation. Between 1953 and 1957 there were only six invention certificates and four patent certificates issued in China. In 2003 according to official statistics, more than 300,000 patent applications were submitted, among which there were for the first time more domestic invention applications than foreign invention applications. This appears to signify remarkable progress. However, nearly 70 % of the invention patents in 2003 were granted to foreign firms protecting their inventions in China.

On the other hand, no less than 99 % of the less rigorously examined utility model patents were granted to domestic firms (Ganea 2005). New innovations, even at the level of utility model patents, result in new products that are trademarked, advertised and offered for sale on the aggressively competitive Chinese market. Problematically, China, and more specifically Zhejiang province, is known, not unfairly, as the centre for the production of fake products that appear on markets worldwide. In 2003 Zhejiang courts dealt with 38,175 trademark cases, a figure which dwarfs that for Shanghai courts (22,766) and edges out Guangdong province (37,057), and is second only to the massive figure of 245,983 cases heard in Beijing courts that year (Cao Zhongqiang 2004).

If we set these figures – remarkable increases in patent applications on the one hand and equally remarkable numbers of cases for IPR and trademark violation on the other – into the context of national R&D policies, the picture does not become clearer. R&D has become a global task that is no longer limited to the leading industrialized nations. In recent years China and India have manifested aspirations to emerge as new centres for knowledge production. Taking China as the lead example, between 1995 and 2004 China doubled its R&D expenditure from 0.6 % to 1.3 % of its GDP, and increased its number of researchers by 77 %. With a budget of 102 billion Euro in 2006, China surpassed Japan as the second largest R&D investor, only outrun by the U.S. (OECD Science, Technology and Industry Outlook 2006).

China's rise as a major player in the global race for innovation is therefore puzzling since it stands in sharp contrast to the weak implementation of legislation regarding the protection of intellectual property rights and the widely perceived image of China as a major production site for labour-intensive low-tech manufacturing, and also for fake products. This paper suggests that the risks for foreign actors, nations and enterprises alike, in misunderstanding (both over-estimating and under-estimating) China's innovation indicators and misreading China's innovative capacity may well have far-reaching medium and long-term consequences.

Professor Roger Greatrex is Professor of Chinese Studies at Lund University, and Director of the Centre for East and South-East Asian Studies since 2002. He is currently researching IPR and trademark laws and violations in China.

Professor Dr. Thomas Heberer, IN-EAST, Universität Duisburg-Essen
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'Decentralization as a Risk? Environmental Administration from the Perspective of Central-local Relationship in China'

The reform policies since the 1980s have significantly widened the room of provinces and municipalities to manoeuvre and bargain. This process of decentralization and devolution (i.e. the transfer of decision-making power to lower echelons) has not only spawned a double identity of local governments but also entails many risks. Whereas in the Mao era they had to a large extent been merely agents of the central state they are now also functioning as local economic principals and thus advocates of local interests. On the one side they possess wider room in implementing (or not) policies of the Center, on the other they focus upon the protection and promotion of local social and economic interests. Notably, this is of particular interest in terms of environmental policies and their implementation. My paper tries to examine and explore the issues of the reasons why local authorities do not or only in a limited way implement environmental laws or policies of the center, the implementation instruments and tools of the Center as well as the causes for the implementation gap.

Professor Glenn Hook, University of Sheffield, Sheffield
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‘Intersecting Risks in Okinawa: American Bases and the Unfinished War’

The purpose of this paper is to investigate the risks posed by the outposts of American power with a specific focus on Okinawa. Although the bases are viewed by supporters of the alliance as a benefit to Japan, they have costs, too: their existence and operation poses a risk to the inhabitants of Okinawa. Risks are here considered as the articulation of the dangers and hazards posed concretely by the location of America’s military outposts in Okinawa. We are interested in how risks are mediated by the state, market and society in the governance of the population, with a focus here Okinawan society. For as we will discuss in detail below, the concrete risks posed by these military outposts are allocated, distributed and located *unequally* as part of the national governing system of Japan. The purpose here is to shed light on this unequal distribution of bases by examining the case of American bases in Okinawa. The paper is divided into three parts. Part one considers the generic question of the principle used for the location of foreign bases in a country. It next turns to examine the risks posed by American military installations in Okinawa. The final section draws out some of the issues emerging from the way risks intersect in Okinawa.

Glenn D. Hook is Professor of Japanese Politics and International Relations and Director of the Graduate School of East Asian Studies, the University of Sheffield, UK. He is concurrently the Director of the National Institute of Japanese Studies (NIJS), an international Centre of Excellence with the University of Leeds. His research interests are in Japanese politics, international relations and security, particularly in relation to East Asia. His recent work includes *Japanese Responses to Globalization* (coeditor, Palgrave, 2006); *Japan’s International Relations: politics, economics and security* (coauthor, Routledge, 2005 (second edition); and *Contested Governance in Japan: sites and issues* (editor, 2005, RoutledgeCurzon). His latest article is coauthored with Takeda Hiroko, “‘Self-responsibility’ and the Nature of the Postwar Japanese State: Risk through the looking glass’, *Journal of Japanese Studies*, Vol. 33, No. 1 (2007): pp. 93–123.

Professor Gregory Lee, Deputy President (Research), Université de Lyon – Jean Moulin
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‘Taking Asia for an Object – The Big Mistake’

This paper will address problems and dangers embedded in the epistemological approach to Asia as an “area” and isolated object of study, and will suggest strategies for transcending this “scientific” imaginary.

Gregory Lee is Deputy President (Research) of the University of Lyon (Jean Moulin), Director of the Institute for Transtextual and Transcultural Studies, and Professor of Chinese and Transcultural studies. His publications include *Chinas Unlimited: Making the Imaginaries of China and Chineseness* (2003), and *La Chine et le Spectre de l’Occident* (2002).
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Pierre Manea, PhD Student, IETT, Université de Lyon – Jean Moulin
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‘Noise and Silence: Cicada in Unison with Urban Loudspeakers’

Through its Modernisation, Japan saw its soundscape changing a lot in only a few decades. Still, images of serenity, tranquility, in relation with the Japanese so called “close relation to the nature” are still strong. What could we think of the actual urban area’s soundscape, full of loudy and noisy machines?

This paper aims to show that there is no paradox here, but, as Japanese scholars tend to show it, those (“noisy” practice of sound and love of silence) are two faces of the same object.

Pierre Manea received a Master’s degree in Japanese Studies from Jean Moulin University of Lyon in 2007. He participated in an exchange program of one year at Musashi University (Tokyo). He is now preparing a PhD dissertation under Professor Jean Pierre Giraud’s guidance. His dissertation project investigates the JR East railway’s sound universe (melodies and announces) in the light of recent studies on sound environment, soundscape and noise, occuring in Japan. www.tokyo-resonance.net

Professor Dr. Werner Pascha, IN-EAST, Universität Duisburg-Essen
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‘Why do (some) Foreign Investors Leave Japan? Strategic Moves versus Business and Macro-economic Risks’ (as of February 26, 2008)

The Japanese government is following a policy of attracting more foreign direct investment from abroad under the brand name of “Invest Japan”. While this initiative may be considered reasonably successful, as the number of foreign affiliates entering Japan has significantly increased compared to the 1990s, there has also been a noteworthy number of exits from Japan, implying that the *net* inflow has remained small: According to METI’s Survey of Trends in Business Activities of Foreign Affiliates, some 116 firms have entered Japan between 1996 and 2004 on average, whereas 109 have left. The paper explores the reasons for these exits, based on the results of a questionnaire survey among a sample from Toyo Keizai’s *Gaishikei Kigyō Sōran*, selecting foreign-related enterprises from manufacturing industry that divested between 1999 and 2005, undertaken by Steffen David under the guidance of Werner Pascha. Among the reasons for divesting, two broad groups of motives can be distinguished: The first are those that are based on strategic considerations, for instance a reorientation of the mother company or realising the gains from restructuring a Japanese acquisition according to plan. The second group includes those that are based on the unexpected realisation of business and economic risks within the Japanese context, for instance a deterioration of the market environment during Japan’s so-called “lost decade”. While an observer, influenced by negative media reports about the Japanese economy in recent years, might presume that the second group of reasons is more important, the paper will discuss, by scrutinising the data, whether this conjecture actually holds.

Professor Guido Samarani, Department of East Asian Studies, Ca' Foscari University
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'Misperceptions and Misrepresentations of Modern/Contemporary China in Italy'

The paper aims to discuss how China and its recent history is now perceived and represented (and especially misperceived and misrepresented) in Italy, in particular through an exams of relevant publications and articles of newspapers and periodicals.

Actually, particularly in the last few years which follow China's entry into the WTO and on the eve of the Olympics Game, the attention by Italian publishing houses, newspapers and periodicals to China, its reform process, its successes and contradictions and also its recent past has been fastly growing, producing an impressive numbers of analysis and opinions. A quite large part of these, however, while able to influence the opinions of a growing number of Italians, are often based on a rather superficial approach and knowledge of China and its recent history.

Guido Samarani is Professor of History of Contemporary China. He is now Director of the Department of East Asian Studies; he has been a member of the Senato Accademico and the Vice-Dean of the Faculty of Foreign Languages and Literatures. His research interests include history and memory in modern China, history of Republican China, China-Italy relations.

Dr. Heather Zhang, Dept. of East Asian Studies, University of Leeds/WREAC
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'Social Risk in Transition: Informalisation of Work and Livelihood Struggles in Urban China'

Since the market transition started in the late 1970s, urban China has witnessed a rapid growth of the informal economy, leading to considerable flexibilisation and informalisation of work. While creating jobs for many and wealth for some, the informal economy is marked by increased social risks and vulnerabilities as a consequence of limited state regulation and labour and social protection, as well as the resultant marginalisation of labour and frequent violation of rights. This paper examines the social contexts of risks in relation to informalisation of work in transitional China in order to further our understanding of its impact on people's livelihoods, and the negotiations and struggles for livelihood security fought therein by informal workers.

Dr. Heather Zhang is Senior Lecturer in Chinese Studies, University of Leeds. Her research focuses on examining and understanding processes of development and change in China with particular reference to the pressing development and policy relevant issues and challenges that China faces in the twenty-first century, including poverty, inequality, marginalisation and social exclusion, rural-urban transition, migration and social policy reforms especially concerning health and livelihood security and sustainability. She has applied a gender lens to examine the gendered aspect of development process and policy interventions in China in the context of market transition and intensifying globalisation.