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Employability Matters!

Careers Liaison and Alumni Relations Officer, Dr Sarah Dauncey, reveals how the school ensures students are equipped for success

At a time when the recession is biting and unemployment rates are rising, the latest statistics show that SEAS graduates are bucking the trend by being some of the most employable students around.

According to the Graduate Employability Survey (2009–2010) and National Student Survey (2011), 80% of our undergraduates are in graduate-level positions six months after leaving Sheffield, a figure that is higher not only than the average for our Faculty of Social Sciences, but also higher than any other department of East Asian Studies in the UK. With an academic member of staff responsible for notifying students of job opportunities and internships, organising careers talks, advising on CVs, and liaising with alumni (many of whom support, inspire and even recruit current students), SEAS takes employment seriously.

Much of this has to do with the fact that more and more businesses and institutions are looking for employees with East Asian languages as they become more global in

their outlook. Employers know that SEAS graduates have some of the best language skills around and regularly come to recruit directly from the department. But, this is only part of the story – an understanding of how to engage with people from East Asia in cultural and business settings is just as important. This knowledge and cultural agility is fostered through many of our modules and, for some, through the experience of living in an East Asian country as part of the degree. We also know that the skills developed in our modules such as project management, research, analysis, writing, presentation, working to deadline, and teamwork, are highly transferable to the workplace.

Tom Nixon (Chinese Studies, 2010), a social and online media analyst at Spectrum Consulting in London, feels strongly that his degree has been the key to his rapid success and that the experience of writing a dissertation in the final year was particularly relevant: "I have to do lots of qualitative analysis, sifting through

hundreds of websites, skimming Chinese language materials, translating and collating data and extracting key points; these are all skills I honed through my language and studies modules and put into practice in the dissertation. I also have to present my findings to clients, sometimes in Chinese, and so all those seminars, presentations and Chinese spoken assessments prepared me well too!"

Amy Studdart (East Asian Studies, 2008) also reveals how her degree, its content and skills, have proven invaluable. As Asia Program Associate for the German Marshall Fund of the United States, her work focuses on how the world changes as Asia rises: "I get out to Asia five or six times a year. I did my first trip to Japan just after the Democratic Party of Japan took power. Talking to government officials, intellectuals and politicians out there, it felt like I was watching a film play out after having read the script beforehand! I have the same feeling every time I go out to Korea! But my main responsibility is the Stockholm China Forum, for which I help set the agenda and edit the paper series. I've also been commissioned to write a 15,000-word paper on Chinese nationalism."

It is easy to see, therefore, why the career paths of our graduates are some of the most varied in the University – finance, teaching, translation, government, law, industry, management, journalism, media, marketing, the list is almost endless and so are the stories behind them (go to page 3 to find out about a recent Japanese Studies graduate, Jonathan Paton).

For more details about our graduate destinations, go to:

www.sheffield.ac.uk/seas/undergraduates/ugcareers

www.sheffield.ac.uk/seas/taughtpostgrad/tpcareers



Korean studies students (from left to right) Tze Nie Choong, Christian Routledge and Hong Nguyen celebrate before commencing their post-graduation careers



Ambassador Choo chats with Korean Studies students from SEAS

Korean Ambassador Visits Sheffield

The University of Sheffield was delighted to welcome the South Korean Ambassador Choo Kyu-ho to the University of Sheffield on 23 November 2011. During a luncheon meeting hosted by the Vice-Chancellor, Professor Keith Burnett, the ambassador expressed his wish to see further development of the Korean programme at the School of East Asian Studies (SEAS). In September 2011 a new lectureship in Korean Studies was established by the Korea Foundation in conjunction with the University of Sheffield, and SEAS is currently cooperating with the Foundation to develop its Korean Studies programme further.

After the luncheon meeting, the ambassador met SEAS students on the Korean Studies degree programme in the John Carr Library in the Mappin Building where he asked them about their career aspirations and motivation for choosing to

study Korea. Later in the afternoon he gave a special lecture in the Alfred Denny Conference Room on the current situation in South Korea and future challenges. On this occasion the ambassador mentioned that he was heartened by the enthusiasm shown by the Korean Studies students in SEAS and promised his support and continued cooperation with the University of Sheffield.

The ambassador was accompanied by his wife Mrs Song Jung-won and was shown around the campus by Professor James Grayson (emeritus) and Dr Seung-young Kim from SEAS.

Ambassador Choo arrived in London in January 2010 as the ambassador of the Republic of Korea (South Korea), after serving in various senior posts at the Ministry of Foreign Affairs and Trade. Previous posts include Director General of the Asia-Pacific Affairs Bureau.

SEAS Staff Receives ECA Award

Michelle Nicholson, SEAS academic support staff, receives an Exceptional Contribution Award from the University in recognition of the work she has undertaken relating to the task of administering the numerous requests for visitors to the school.

This is a time when visa processes and UK Border Agency regulations are changing rapidly, which makes it difficult to keep up with and find out the implications it has on our department. These changes in regulations make it increasingly difficult to get visitors into the UK, especially from China.

Over the past year Michelle has worked with Human Resources as well as SEAS senior staff to try and find a resolution. It has required Michelle to quickly learn new negotiating skills and attend meetings with senior HR staff. In addition she has been liaising with external bodies, particularly the UKBA to obtain up-to-date information regarding regulations. She has also had to keep in touch with officials of the China National Office for Teaching Chinese as a Foreign Language (*Hanban*) to update them. Also she has had to keep in touch with the numerous prospective visitors on our progress.

Coming in 2012 – the new East Asian Languages Hub!

A successful bid to the University's Alumni Grants Committee by Dr Sarah Dauncey has enabled the school to start work on an exciting new state-of-the-art teaching and learning facility – the East Asian Languages Hub. Equipped with a suite of 25 networked computers, a digital language laboratory and an interactive whiteboard, the Hub will provide a dedicated high-tech language laboratory for the school's 400 undergraduate and postgraduate students, as well as the 50 or so students taking East Asian languages as electives and 100 part-time community learners at the Confucius Institute. The networked capability of the facility will also make it possible to teach groups of students in alternate locations simultaneously. "We already have a well-established reputation as the leading innovative provider of training in all three East Asian Languages – Chinese, Japanese and Korean – but this Hub, which we hope will be up-and-running by Easter, will offer even greater possibilities for furthering excellence in language learning and teaching," said Dr Dauncey. "It will also highlight the invaluable contribution made by alumni and sponsors to the ongoing operations of the school and University more broadly. Without their financial support, this would not have been possible and we are all extremely grateful for their generosity."

Note on names

Following East Asian convention, the family name precedes the given name/s in Chinese, Japanese and Korean names, unless the particular person uses the Western name order (given name followed by family name) in his/her publications and/or everyday life.

Editor's note

The views expressed in the articles are those of the individual authors and do not necessarily reflect those of the school and the University. Certain images used in this newsletter are scaled-down, low-resolution images used to illustrate films or books, or to provide critical analysis of the content or artwork of the image. It is believed that these images qualify as fair use under copyright law.

Congratulations to our 2011 Graduates and Prize Winners

The School of East Asian Studies was proud to see over sixty of its undergraduate students graduate at a ceremony held on 19 July 2011.



Congratulations to all our graduates. We wish them every success in their future careers.



Robynne Tindall (second left) in Chinese Studies and Christian Routledge (far left) in Korean Studies were awarded the Robert Sloss Prize for achieving the best first-class honours degrees. Richard Denham (far right) was awarded the Margaret Daniels Prize for the most outstanding performance in the Japanese Studies degree programmes. They are pictured with Xiaowei Zang, Head of SEAS.



A Degree in East Asian Studies

Jonathan Paton, a 2011 graduate

in BA Japanese Studies, reflects on his experience at SEAS and reports on his new job.

I graduated with a BA Japanese Studies from the School of East Asian Studies in July 2011. My time at SEAS was a lot of fun, with a lot of opportunities and, admittedly, a lot of stress – however the fun times outweighed the stressful ones! Japanese is a language that many people would love to be able to learn and speak, but not a language that many have the chance to do so in-depth. My advice to any current or prospective student about to start their journey at SEAS is to take advantage of the opportunities that you are given doing such a unique degree. These opportunities begin right away; the language tutors do a remarkable job at rapidly taking your level of Japanese from absolute beginner, to being able to make a really good go at communicating in the language in just one year. It is hard, and you will often hear that Japanese isn't a language you can study and have a social life, and although elements of this are true – you will have to study hard – you can still reap the rewards and have an amazing time as a student. As long as you get your green homework in on time!

I personally believe the best time of the degree is the year abroad. The language tutors and professors will have prepared you over two years for this and the year abroad is where you will see your language really take off and improve dramatically, and of course you will have the experience of living and socialising in Japan. The advice I would give for the year abroad is to throw yourself into everything and don't turn down opportunities that come your way, as making friends, socialising and communicating in Japanese with native Japanese people is when you will really build and improve your language skills.

I am now working as an in-house translator and liaison officer for an alternative investment company, splitting my time between offices in Manchester and Tokyo. It is a bit of a dream come true getting hired so quickly and, considering the current job market, I feel very lucky to be employed in a role which is directly related to my degree, but also a job which is one that I enjoy and is allowing me to improve the language skills that I acquired during my time at Sheffield. I coordinate various functions between Tokyo and Manchester, working mainly in Japanese and preparing and translating products and documents for Japanese investors. It can be stressful, especially the translations. However, the trips to Tokyo balance this out and make the stress worthwhile!

SCI Expansion and Growth



To support the Sheffield Confucius Institute's growing activities and services, the University of Sheffield allocated No. 7 Shearwood Road to the Institute in September 2011.

The new space is directly connected to the existing office, making the whole building part of SCI. There are now two classrooms specifically dedicated for study and

teaching, and the Chinese Language and Culture Resource Centre now occupies the entire ground floor at No. 7 Shearwood Road. There is also more office space to accommodate staff as well as SCI's new Research Centre and Chinese Cultural Experience Centre.

At the same time, SCI sees student numbers rising rapidly. At the School for



Young Learners, known as Star Mandarin School, six new teachers have joined the team, and 72 new pupils registered in September, making it the largest number of children ever enrolled for the Beginners class. With more rooms now available, the School has been able to increase the number of classes from 18 to 28. At the school for Adult Learners, numbers of new students on the Beginners I course have more than doubled, with four classes now running instead of two. The number of students taking HSK (*Hanyu Shuiping Kaoshi*) at Sheffield this year has risen to an unprecedented 43.

Chinese culture courses for adults are also receiving excellent feedback. Student numbers in the Chinese Folk Dance classes have more than tripled this semester and the Chinese calligraphy class now counts twice as many students as last semester.

Welcome to Sheffield...



Dr Seung-young (SY) Kim joined the School of East Asian Studies in September 2011 as the Director of Korean Studies. He teaches and researches the international history and politics of Korea and Northeast Asia with emphasis on the twentieth century. He received his BA from Seoul National University, an MA in international affairs from Columbia University, and PhD from the Fletcher School of Law and Diplomacy at Tufts

University, USA. Before joining Sheffield, he worked as a Lecturer in the Department of Politics and International Relations at the University of Aberdeen (2003–2011). He also researched Anglo-Japanese-US relations over China in the 1930s at the University of Tokyo (2008–2010).

Before pursuing his doctoral degree, SY worked as the diplomatic correspondent and UN correspondent for *The Chosun Ilbo* newspaper in South Korea. His first book, published in 2009, examined the sources of US commitment towards Korea and Northeast Asia by comparing three US presidencies (Theodore Roosevelt, Franklin D. Roosevelt, and Harry Truman).

Recently, he has been working on his second book project, which examines major turning points of diplomacy in Northeast Asia in the twentieth century.



Dr Iu Por (Vincent) Chen joined SEAS as Senior Lecturer in September 2011. Before joining the University of Sheffield, he taught at DePaul University, Chicago. Dr Chen specialises in the fields of political economy of development and inequality, economic geography of labour migration and urbanisation, labour and development, and institutional economics. His research focuses on the economic, political,

and institutional foundations that shape human mobility and development, and labour policies and labour market institutions in transitional economies. He has been researching on the institutional foundations of the surge in rural-urban labour migration in China. In addition to his work on China, his recent research explores the connections of globalisation with labour market institutions, labour mobility and labour relations.

Dr Chen has received many research grants and awards. He is currently a Research Affiliate at UCLA Institute for Research on Labour and Employment and is a Research Fellow of IZA (Institute for the Study of Labour) at Bonn, Germany. Dr Chen was on the scientific committee of the 8th International Conference on the Chinese Economy, "New Challenges for China's Economy", held at CERDI-IDREC, University of Auvergne, Clermont-Ferrand, France, October 2011.

The Varieties-of-Capitalism Revisited – Japan and the United Kingdom since the 1990s

SEAS hosts an International Workshop on 24–25 February 2011



In February 2011, Dr. Harald Conrad organized, with financial support from the Japanese embassy in London, the Great Britain Sasakawa Foundation

and the White Rose East Asia Centre, a two day international workshop on economic changes in Japan and the United Kingdom.

One of the central debates in the business literature centres on the issue of convergence or non-convergence of business and management practices across countries. According to the proponents of the convergence school, increasing global competition forces companies to adopt best practices that are universally valid and applicable. This development contributes to a cross-national convergence of practices, an erosion of institutional differences among different national economies, and a trend towards more market-oriented institutions. In contrast, proponents of the non-convergence school stress the embeddedness of national management practices in their cultural and institutional context, with the comparative capitalism (CC) literature elucidating the institutional foundations of diverse national 'varieties' of business organisation. According to this school, existing complementarities among institutional elements of national economies tend to thwart international convergence. In the CC literature, Japan has been characterised as a coordinated market economy as opposed to liberal market economies such as the United States of America and the United Kingdom.

The CC literature has unquestionably advanced our understanding of the embeddedness of practices in their national contexts, but it has tended to focus on the stable relationships and complementarities between the various actors and institutions in their respective national business systems. However, both Japan and the United Kingdom have

undergone major transformations since the 1990s. How we can explain the dynamics of these changes with reference to the CC literature was the central focus of this workshop.

All workshop papers addressed issues of continuity and change within the national economies of Japan and the UK and stressed the importance of path dependent developments. The papers dealing with changes in the political and business spheres in the UK stressed strong continuities along the established liberal market economy trajectory. The picture of changes in Japan was overall more varied, but all contributors stressed an increase of diversity of practices that highlight tensions between traditional and newly evolving configurations. While it is difficult to summarise the various findings on Japan under a particular heading, a few themes appeared to recur across several contributions. One such theme was the robustness of complementary relationships in the spheres of employment and industrial organisation. Another theme was the coexistence of traditional and new market-oriented

elements in corporate governance and occupational pension design. Yet another central theme was the extent to which institutional embeddedness limits or fosters business and institutional innovation.

Harald Conrad would like to thank the following contributors and discussants for their presentations and comments: Matthew Allen (Manchester Business School), Andrew Gamble (University of Cambridge), Glenn D. Hook (University of Sheffield), Sierk A. Horn (University of Leeds), Jun Imai (Tohoku University), Norifumi Kawai (University of Duisburg-Essen), Kenji Kushida (Stanford University), Sébastien Lechevalier (EHESS, Paris), Leo McCann (Manchester Business School), Hideaki Miyajima (Waseda University), Cornelia Storz (University of Frankfurt), Hiroko Takeda (University of Sheffield), Andrew Tylecote (University of Sheffield), Hiroaki Richard Watanabe (University of Sheffield).

For more information on the workshop, please contact the organiser at h.conrad@sheffield.ac.uk



Contributors and discussants of the VOC workshop

In the Twenty-first century a historic turnaround is taking place. If present trends in world development continue, the massive population increases of the Twentieth century will slow and the world may even enter a long period of depopulation. The reasons for this are complex, but one thing we know is that East Asia, and particularly Japan, are leading the way. For the first time in the country's modern peacetime history, Japan's population has begun to shrink. According to UN projections, South Korea is scheduled to begin shrinking in about 2025 and, importantly, China may do so from around 2035.

Japan, South Korea, and China have all experienced similar patterns of demographic and economic expansion, the so-called 'demographic dividend'; and

and social data, presenting researchers with an unrivalled opportunity to unravel the details of shrinkage in an advanced economy.

Japan's Shrinking Regions in the 21st Century (Cambria Press, 2011) charts the course of Japan's postwar regional depopulation, its impacts and implications, and makes some projections for Japan and East Asia in the Twenty-first century. In 2008 we convened a group of colleagues for a workshop and symposium at the Yorkshire Artspace in Sheffield. The 'Shrinking Regions Research Group' has put together research and analysis from across the whole Japanese archipelago to present the first detailed study of the changes being wrought under national depopulation. These changes have been

disaster is an added concern, requiring as it does the redirection of regional resources towards the reconstruction of destroyed communities and decommissioning the Fukushima Daiichi nuclear power plant.

Although China's economic expansion is garnering much attention, Japan remains at the centre of world events, but I believe only if we in the west are prepared to look beyond out-dated concepts and images. This book, therefore, not only charts the course of Japan's current experience with depopulation, but is a contribution to recalibrating the role and focus of Japanese studies as an academic discipline. If we can begin to see Japan as the forerunner of a new world order, where long-term shrinkage is a "post-



Japan's Shrinking Regions: Understanding Post-industrial Change in East Asia

Dr Peter Matanle introduces his new book and tells us why understanding Japan's postwar regional depopulation is important

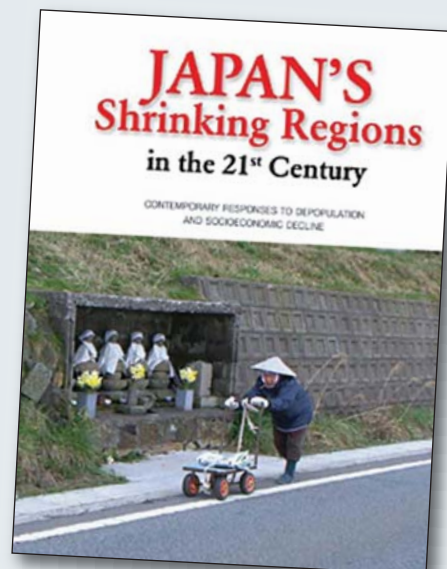
are likely to experience a similar peak in their growth rates as their populations age, and then shrink. While worldwide population decline may be considered a good thing, what happens to communities and regions as their countries experience shrinkage is worth researching. Although other countries, such as Germany, Russia, and some of Eastern and Southeastern Europe are already shrinking, Japan is the pioneer country for studying the impacts and implications of depopulation. Why?

Knowledge of Japan's experience will be important for anticipating what may happen in China, the world's most populous country, in the coming decades. Japan is also the only large country where shrinkage has been taking place within a stable political economy, giving researchers a more reliable example of the causes and consequences of rapid demographic change. Much of Europe's shrinkage, for example, has taken place during the post-Communist transitions. Finally, the Japanese authorities have been assiduous collectors of economic

profound, and herald a transformation for East Asia in the coming century. Whole villages and towns are emptying out and succumbing to natural succession as residential buildings are abandoned, businesses go bust, and excess infrastructure crumbles. Many older people are living lonely lives in neighbourless communities, public services are contracting as municipalities cannot raise revenues to fund commitments, and service providers are reluctant to locate in what are becoming ghost towns and villages.

Significantly, as depopulation deepens, larger settlements are being affected; even some districts of Japan's largest cities. Indeed, the implications of depopulation for Japan, and the rest of East Asia, will be serious and long-lasting. National depopulation has introduced a new dynamic in Japan; even urban areas are shrinking, and communities have become embroiled in a zero-sum competition for population and resources, whereby one settlement's gain becomes another's loss. The 11 March

industrial" consequence of rapid economic and demographic growth, then I believe Japanese studies will be a more interesting, and more relevant endeavour, attracting students, scholars and practitioners eager to learn about some of the more pressing issues facing humanity in the Twenty-first century.



Black Gold and Blood-Stained Coal



Emeritus Professor Tim Wright's new book, 'The Political Economy of the Chinese Coal Industry: Black Gold and Blood-Stained Coal', was published by Routledge in October 2011. Here he presents a snapshot of the book's themes.

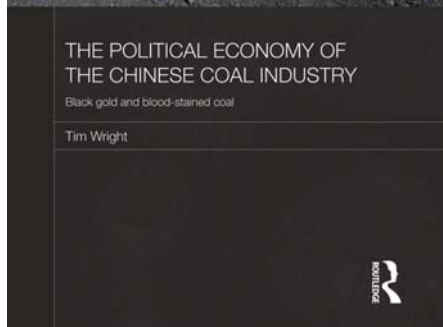
Coal is at the centre of many of the earth-shaking changes taking place in China. The title of the book suggests two major themes – coal's profitability (black gold) and the dangers of mining it (blood-stained coal).

Coal can be very profitable and generate large sums of money for the mine owners. For many years, coal mines have been central to development and livelihoods in many inland areas. China's township and village enterprises, which have been crucial to rising incomes in China, and which were the subject of an earlier book published in the school (Chris Bramall, *The Industrialization of Rural China*, Oxford University Press, 2006), were mostly concentrated in the coastal regions, which became the richest areas of China partly as a result. Coal resources are found, however, mostly in central and western China, and coal mines can provide higher incomes for the populations of many areas with few other economic opportunities.

Coal prices in China rose very steeply in the 2000s, with the result that investors from across China – most famously the "Wenzhou Coal Speculation Clique" – put their money into coal mines, especially in Shanxi Province. These investors have been the focus of widespread resentment, and since 2008 the provincial government has tried to amalgamate many of their mines with the large state-owned companies. The owners have resisted strongly, and there have been many debates in the Chinese press on the question of "the advance of the state, the retreat of the people".

One reason for the resentment expressed against the owners has been the appalling safety record in Chinese coal mines, especially in the smaller private mines.

Even in late-2011 the international press covered a series of disasters in which dozens of miners died. Annually over 2,000 miners a year are killed at work. However, these horrifying figures to some extent disguise a more optimistic picture. Ten years ago, over 6,000 miners were



killed each year, while since then production has more than doubled. So on a national level, safety has improved considerably.

The book analyses why this improvement has taken place. The Hu Jintao-Wen Jiabao government claim (and probably deserve) some credit, with their "people-centred" policies and much stricter imposition of safety targets on local officials, as well as their willingness to work with international collaborators. Second, the high coal prices, although they have delivered large profits to the owners, have also created the resources

to invest in safety equipment, especially in the larger mines. Third, and most interesting, the vast reservoir of labour in rural China is beginning to be used up, as the economy grows and demands more labour, but also as the one child policy reduces the number of young people coming on to the job market. Ten years ago, if miners complained about conditions, the response was that there was a queue of hundreds of rural workers waiting to take their jobs. Now it is not so easy to find workers, and owners are having to provide better conditions.

Although coal mining is still hazardous, it is much safer than it was ten years ago, never mind during the much more dangerous Mao period.

More Books by SEAS Staff

Xiaowei Zang, *Islam, Family Life, and Gender Inequality in a Chinese City* (London and New York: Routledge, 2011).

Xiaowei Zang (ed.), *Understanding Chinese Society* (London/New York: Routledge, 2011)

Glenn Hook, Julie Gilson, Christopher Hughes and Hugo Dobson, *Japan's International Relations: Politics, Economics and Security* (London: Routledge, 2011, third edition)

Kosuge Nobuko and Hugo Dobson (ed.), *Nihon to Igrisu no Senso to Wakai* (Tokyo: Hosei Daigaku Shuppankyoku, 2011)

Jeremy Taylor, *Rethinking Transnational Chinese Cinemas: The Amoy-dialect Film Industry in Cold War Asia* (London: Routledge, 2011)

Dr Kevin N. Cawley, Director of the Irish Institute of Korean Studies, University College Cork, Ireland, looks back at his time at SEAS and tells us his rewarding experience in Korean Studies.

A Journey in Korean Studies

I completed my PhD in Korean Studies at SEAS in 2010, having also previously finished my MA in Korean Studies at SEAS. My supervisor was the renowned Korean expert Emeritus Professor James H. Grayson, who was extremely supportive, and who encouraged me to explore ideas and to extend my knowledge (as suggested in *The Great Learning: Da Xue* 大学) Sagacious advice – especially for a PhD candidate focusing on “Sagehood”!

While at SEAS I had the chance to teach Korean language to a great bunch of budding Koreanists. I also had the immense pleasure of working with Dr. Judith Cherry who was extremely dedicated to her students, and also Mrs Cho Sukyeon, the wonderful Korean language teacher, whose classes I also enjoyed while doing my MA! Also, an important part of the friendly and efficient SEAS experience was due to the wonderful staff in the office *who run the show*: Susie, Lynne and Lisa.

Professor Grayson provided me with many useful contacts in Korea, enabling me to participate in conferences, and to conduct research at different universities gaining access to rare texts written in classical Chinese pertaining to my field of research: Neo-Confucian philosophy during Korea's Choson dynasty (1392-1910) using contemporary post-modern critical theory, as well as religious and philosophical acculturation during the same period. I was the only student in my year doing a PhD in Korean Studies – most others were dealing with Japan or China, and research focused on international relations – so yes, my research area did seem a bit abstract. At times I did worry about what possibilities there would be out there for me! Since graduating I have worked as an interpreter for North Korean refugees in the UK, and as a researcher for a two-part documentary called *Korea: The Forgotten War in Colour*, to commemorate the 60th anniversary of the Korean War. This documentary was shown on Discovery



Channel Asia and the Military History Channel, and was produced by the BAFTA award-winning producer Stewart Binns. From January 2011 until September I spent time researching in Seoul as I was awarded the prestigious Kyujanggak Research Fellowship at Seoul National University (World ranking: top 50).

Since September I have been funded by the Academy of Korean Studies in South Korea to lecture at University College Cork (UCC) where I have been appointed as the Director of the Irish Institute of Korean Studies. This has been an excellent opportunity for me, especially being Irish, to return home to promote Korean Studies. The Head of the School of Asian Studies at UCC, Professor Fan Hong, has been very welcoming and supportive in developing Korean Studies in UCC, and we are hoping to organise a Korean Studies conference in March 2012. I have also been interviewed by Korean radio stations, as well as *The Korea Times*, Korea's national English-language newspaper, and will be publishing a series of articles in the newspaper introducing Korean history to foreigners.

I hope to develop and expand Korean Studies in Ireland, and to encourage students taking Asian Studies programmes

to discover the rich history and culture of Korea. UCC, the only university in Ireland with an Institute of Korean Studies, will be introducing Korean modules into its MA in Asian Studies Programme from next year. This semester I have been lecturing on Korean Philosophy and Korean Religious Traditions – the first time any such modules have been taught in Ireland. Next semester I will be lecturing on Korean History, focusing on the Twentieth century. This semester I have also taught a beginner's Korean Language course, which has been very successful. In addition, along with my students and some Korean students who are resident in Cork, we have formed a society which organises regular meetings for language exchanges, Korean movie viewings at UCC, and also cultural events: last week the Korean students in Cork learned some Irish Céilí dancing with my Korean language students!

Korean Studies has proved to be the right choice for me, and for students wondering if there are chances to get work with a BA, MA or PhD in Korean Studies... the answer is YES and the possibilities are growing all the time.

Kamsahamnida.



SEAS Staff in Charity Work

For the third year running Michelle Nicholson from the SEAS office took part in the Ashgate Hospice midnight walk. The 13.1 mile walk aims to raise money for the hospice, an independent charity providing specialist palliative care and support, both at the hospice and within the community, for adults and their families across North Derbyshire. It costs Ashgate Hospice £4.5 million a year to provide these valuable services, of which £2.7 million needs to be raised purely through voluntary contributions and fundraising.

With the help of colleagues, family and friends, Michelle was able to help raise £750 for the charity this year.

The SEAS office staff always take an active approach to raising money for charity. This year Japan was struck by an earthquake followed by a devastating tsunami. The SEAS office did a cake sale which raised £450 towards the tsunami appeal.



The Lunisolar Calendar: A Sociology of Japanese Time

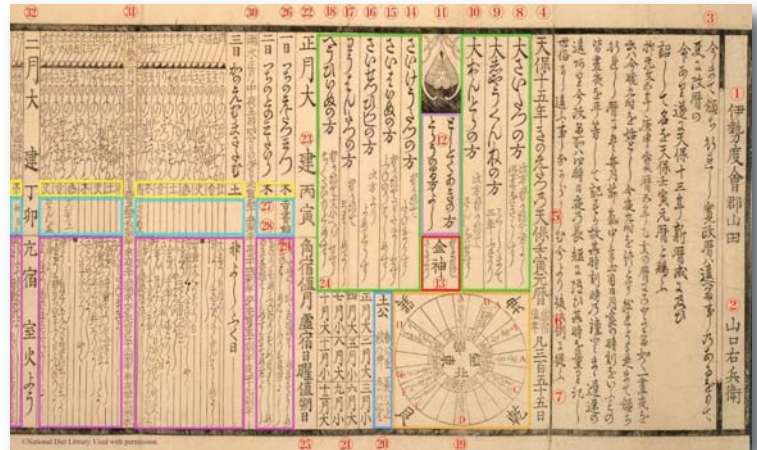
Jessica Cork, MA in Advanced Japanese Studies (Distance Learning), has been awarded the Ivan Morris Prize by the British Association for Japanese Studies for her dissertation. Here she tells us what her dissertation is about.

I was first introduced to the Japanese lunisolar calendar in 1998 by Matsumura Kenji, a Japanese friend on a mission to bring the calendar back from near extinction. Contrary to many other Asian nations, Japan has not used the lunisolar calendar since 1872, and most Japanese have but a cursory idea of how it works. Once I realised that Japan's so called "kyureki," or old calendar, has also been ignored by English speaking scholars, I decided to make it the topic of my master's dissertation in order to shed some light on this important aspect of Japan's cultural history.

The first discovery I made is the extent to which knowledge of the *kyureki* informs one's understanding of classical literary and historical texts. One example is Poem 61 in the *Kokin wakashu*: "O cherry blossoms- / even in the longer spring / of this special year / must you refuse once again / to grant us satiety?" In this passage, the "longer spring of this special year" refers to the insertion of an intercalary month into that year's calendar, which caused spring to "lengthen" from three to four months. Without such knowledge, the reason the author considered the year special is lost on the reader. Another example is this passage from *Tosa nikki*, in which Ki no Tsurayuki writes on the thirtieth day of the First Month, "We left around midnight, having heard that the pirates were inactive at night, and began to negotiate the Awa Strait whirlpool. It was too dark to tell one direction from another, but we managed to get through with both sexes praying frantically to the gods and the buddhas." The thirtieth day of the month is the day before the new moon, and thus pitch dark.

I also explored how calendar reform has been enacted throughout Japanese history

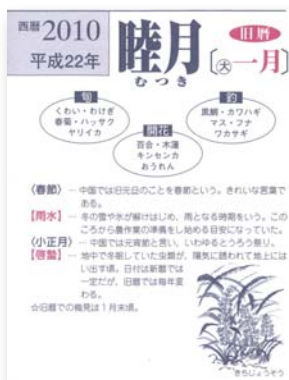
to promote the values of new political regimes. The most interesting example is the Meiji government. On the ninth day of the Eleventh Month of Meiji 5 (1872), the people of Japan received the startling news that just 23 days hence the government would "abolish the old calendar, adopt the solar calendar, and order the realm to obey it for eternity." Calendar reform was widely supported by the Meiji elite as a way to modernize Japan, but while the implementation of the Gregorian calendar certainly solved some communication gaps with Western countries, it created chaos domestically. Because the new calendar was adopted virtually overnight, most people continued to celebrate the old holidays by the new calendar dates without converting them first, which caused a disconnect between the calendar date and the proper season, a problem which persists today. For example, the *gosekku*, five holidays brought to Japan from China, were originally celebrated on the seventh day of the first month, the third day of the third month, the fifth day of the fifth month, the seventh day of the seventh month, and the ninth day of the ninth month. Today, the Seven Herbs Festival is on 7 January, in the dead of winter when there are no herbs to collect. The Doll Festival, also known as the Peach Festival, is on 3 March, although peaches do not



Temporeki, a calendar from 1844 that I analysed as part of my research.

bloom until April. Children's Day, which originally was a day to pray for the health of sons during the rainy season, is now celebrated 5 May, one month before the rainy season begins. The Star Festival, which was celebrated on the night of the first quarter moon (visible only in the afternoon and early evening) so that it does not hinder viewing the stars in the night sky, is now celebrated in most areas on 7 July, in the middle of the rainy season and sometimes on full moon nights, often making it impossible to view the stars. The Chrysanthemum Festival is celebrated 9 September, although chrysanthemums do not bloom until late autumn.

While the lunisolar calendar virtually disappeared from Japanese society during the postwar high growth period and economic bubble, today there is evidence of an old calendar boom. When Matsumura-san began selling his modern lunisolar calendar in 1987, he sold just 800 copies annually, but as of 2004, he was selling 7,000 copies per year. Two of the trendiest stores in Tokyo, Loft in Ikebukuro and Tokyu Hands in Shibuya, report brisk sales of lunisolar calendars as well. I am delighted that more Japanese are taking an interest in this important part of their cultural heritage, and I hope that my dissertation will contribute to Western understanding of it as well.



月 Mon	火 Tue	水 Wed	木 Thu	金 Fri	土 Sat	日 Sun
二 (15)	三 (16)	四 (17)	五 (18)	六 (19)	七 (20)	八 (21)
九 (22)	十 (23)	十一 (24)	十二 (25)	十三 (26)	十四 (27)	十五 (28)
十六 (29)	十七 (30)	十八 (1)	十九 (2)	二十 (3)	廿一 (4)	廿二 (5)
廿三 (6)	廿四 (7)	廿五 (8)	廿六 (9)	廿七 (10)	廿八 (11)	廿九 (12)
三十 (13)	三十一 (14)					

Kyureki, an example of a page from the modern calendar created by Matsumura Kenji

Three SEAS students win for Sheffield at a challenging international debate competition in China.

Success for Sheffield at the 2011 CCTV International Varsity Debate



The Sheffield team, Adon (right), Evelina (second left) and Maksymilian (left) poses for a picture with Dr Lucy Zhao after the debate

Upon invitation from Central China Television (CCTV), a team of three students from the School of East Asian Studies at the University of Sheffield participated in the 2011 International Varsity Debate in Qingdao, China in October. Adon Lawley, a final year BA Chinese Studies student who also represented the UK in the "Chinese Bridge" international speech competition in Changsha this summer, became the best debater of the round, winning for Sheffield against Tel Aviv University.

The Sheffield team consisted of Adon and his classmates Evelina Valchanova and Maksymilian Marzec. The students had two

weeks to prepare for the competition and were required to debate in favour of a given topic – 'Should girls who have undergone plastic surgery be allowed to take part in beauty contests?'. "It was a challenge, especially as I needed to read around the subject a lot in order to be able to argue about it in Chinese – I never really discussed this issue with my friends," says Adon. The team was supported in their preparation by Dr Lucy Zhao, lecturer at the School of East Asian Studies and Deputy Director of the Sheffield Confucius Institute, and Mr Hu Bo, who currently teaches Mandarin at the Confucius Institute.

Dr Zhao accompanied the Sheffield team to Qingdao, and congratulated them and particularly Adon for winning the debate: "This was an excellent occasion for the three students to further enhance their Chinese speaking skills and, more importantly, to learn how to structure a debate. I'm delighted that they won, especially following Adon's success in the Chinese Bridge competition in Changsha in August this year." Not a victory without challenge, however: "The experience of being on TV in a show which would be watched by possibly millions of people was unforgettable," says Maksymilian. "At a certain point my mind went blank in front of the cameras and it seemed an eternity before I could find a way out of the excruciating silence!"

16 Universities took part in CCTV's biannual competition on 16–23 October this year. The teams were separated into native and non-native speakers of Chinese, with eight teams competing in each category. The international category included students from Harvard University, Princeton University, the University of Sheffield, the University of Nottingham, Moscow State University, the University of Melbourne, Tel Aviv University and the University of Heidelberg. "It was interesting to meet learners of Mandarin from other UK universities and several different countries in Qingdao. I'm glad we had the opportunity to participate," remarked Evelina upon her return to Sheffield.

Farewell to Sheffield...

In January this year, **Professor Chris Bramall** took up the position of Professor of Economics at the School of Oriental and African Studies in London, and he has since been appointed as Editor of the *China Quarterly*. Chris had been at Sheffield for ten years and will be sorely missed.

After his arrival in 2000 from Cambridge Chris made an immense contribution to research, teaching and administration. Over the period he rose from Lecturer to Professor. He was unquestionably one of our leading researchers, producing two major books – *The Industrialization of Rural China* and *Chinese Economic Development* – which embody an immense breadth of reading and coverage

of sources. But Chris would want to emphasise their core arguments – that the achievements of economic planning under Mao have been undervalued, and that China's economic miracle since 1978 can be attributed at least as much to the actions of the state as to reliance on the market.

Chris's teaching was central to our school, dealing not only with China but with issues of economic development across Asia. He also introduced students to something they need but often do not want – statistics. Despite making them think about numbers, his teaching was always popular with our students. As Chair of Teaching Committee, Chris also worked hard further to raise the quality of the

school's programmes, and guided us very successfully through the Independent Evaluation of Teaching.

Chris will also be sorely missed as a person and a colleague. His penetrating intelligence enlightened many a lunchtime conversation and, if some of us thought he was being a bit of a stick-in-the-mud in his opposition to the Euro, he has been proved right and the rest of us wrong.

SEAS also says goodbye to: Dr Richard Siddall, who moved to Hokkaido University, Japan in February, and Dr Hiroko Takeda, who joined Tokyo University in June.

We wish them all success in their new positions.

Dr Thomas E. McAuley, our Japanese Language Programme Coordinator and Japan Year Abroad Coordinator, went to Japan shortly after the earthquake to coordinate support measures for our students in Japan. Here he tells us what he saw in Japan.

The Great East Japan Earthquake

– A Personal View

On 11 March 2011, I woke up to news of an unfolding disaster in Japan. I remember watching early television footage of the tsunami sweeping its way inland covering fields with black water, sweeping away houses and filling river channels with debris. Of course, at that point I had no sense of the true scale of the catastrophe.

By the time I had got into the office, however, it was clear that we were facing an unprecedented situation: with a large number of students in the country we needed to ascertain their safety. While we managed to track everyone down quickly, it was an anxious time – waiting for e-mailed responses from students in Japan. At the same time, the University needed to provide support to its Japanese members who were concerned about the safety of friends and relatives.

Once the nuclear crisis got underway, there were a series of meetings between the department and the University administration about how to handle the situation, and within a week I found myself on a plane flying out to Japan to coordinate the measures for our students' support, landing at Kansai International Airport on the morning of Saturday 19 March 2011.

By this time the British media was awash with sensationalist stories about food shortages, power blackouts and panicking foreign residents fleeing eastern Japan. However, what struck me most about the journey was just how normal it was: there were slightly fewer obvious non-Japanese aboard the flight, but the plane was full with returning tour groups, business travellers, and families. Kansai airport was not any busier than usual, and I was soon on the train to Kyoto.

Looking out from my window everything seemed normal: the streets had that eerie mid-morning emptiness; train platforms were populated by uniformed schoolchildren, smartly dressed young women, suited salarymen, mothers with children and old folks; and the shopping districts bustled with activity.

It wasn't until I was aboard the Kyoto city subway that I noticed something surprising: a dearth of advertisements. There were numerous empty spaces where posters had obviously been taken

down, and I soon learned that it was not just print advertising which was missing: all television commercials had also been pulled.

It seems that there was a feeling that it was inappropriate to be attempting to sell products at a time of unofficial national mourning, and advertisers had withdrawn their wares. The Japanese term for this is *jishuku*, which translates as 'self-restraint' and since the earthquake there have been many calls for people to show this in their daily lives.

Within a few days of my arrival in Japan, however, television commercials began to reappear, and in Kansai – the west of Japan – I was really struck by the sheer normality of everything: while I could view the scenes of devastation in the north on television, outside my door people were going to work, school, and out to eat and enjoy themselves just as they always did, and the only real evidence of the disaster were the collection boxes for charitable donations placed in almost every establishment, and the large number of charity collectors out on the streets. Mid to late-March is the time when Japanese universities hold their graduation ceremonies, and so Kyoto, which has a large number of such institutions, was

filled with young men in smart suits, young women in beautiful graduation *hakama* (a type of loose trousers worn with a kimono), and proud parents. The only deviation from the norm was the news that Kyoto University had banned *cosplay* (dressing up as a character from an anime or a manga) which is an institutional tradition, from its ceremony this year.

I spent some days contacting students, making travel arrangements for those who wished it and generally being available to offer support as necessary, although in the event the majority of people required remarkably little help. Most of our students felt perfectly safe where they were and were determined to remain; and even those who did leave soon returned to continue their studies. Travelling about Kyoto, and later Osaka, I did think on occasion that there were, perhaps, slightly fewer obviously foreign tourists around, but that was about the extent of the obvious deviation from normality. As an academic with an interest in Japan, I have to confess that I found it slightly frustrating: I knew that the situation in much of the country was not normal, but was unable to observe it directly for myself.





Professor Geoffrey Bownas: A Tribute

Geoffrey Bownas, our first Professor of Japanese Studies, died on 17 February 2011 aged 88. Graham Healey, SEAS Director of the distance-learning Japanese programmes, recounts his personal encounter with Professor Geoffrey Bownas and tells us a bit of history of SEAS.

Geoffrey was my first year tutor in Chinese when I went to Oxford in 1960 to study what

were then called 'Oriental Languages'. He was working at the time on the *Penguin Book of Japanese Verse*, which will undoubtedly be his most enduring literary legacy. When I turned up for tutorials, he would be at his desk, cigarette between his lips, eyes narrowed against the rising column of smoke, marking up the typescript. The book has been almost continuously in print since 1964 and was recently added to the list of Penguin Classics.

Geoffrey was educated at Bradford Grammar School, from where he went to the Queen's College, Oxford, to study classics. His undergraduate course was interrupted by military service. On joining

the army in 1942 he was assigned to learn Japanese and spent the rest of the war in intelligence, based in India. He returned to Oxford in 1946 to complete his degree, then took up a lectureship at Aberystwyth. In 1948 he went back to Oxford to study Chinese and after graduating in that subject spent two years at the University of Kyoto with the eminent scholar Kaizuka Shigeki, whose book on Confucius he translated. In 1954 he was appointed University Lecturer in Chinese and Japanese at Oxford.

In 1963, as a result of the Hayter Report, Sheffield University's Centre for Japanese Studies was set up with the appointment of two lecturers, Gordon Daniels and Martin Collick. Geoffrey was appointed Professor in 1964. I came to the Centre as a postgraduate in 1966 (the year in which the first three undergraduates were admitted) and joined the staff in 1967.

The Hayter Committee's recommendations were intended to promote the study of modern East Asia. Sheffield offered a new

type of dual degree, combining courses on modern Japan, underpinned by study of the language, with courses taught in other departments in the Faculty of Social Sciences. These courses attracted increasing numbers of students and during the 1970s the Sheffield Centre became the largest of the four departments of Japanese studies in Britain.

Besides literature and social anthropology (he published a book on Japanese rainmaking), Geoffrey always had an interest in Japanese business, and in 1980 left Sheffield to pursue this aspect of his career. He was active as author and consultant in the field well into his 80s.

Geoffrey was a keen cricketer and an excellent singer. He had a rich bass-baritone voice and was proud of having sung with Pavarotti as a member of the World Festival Chorus at Verona in 1990. He was awarded the Japanese Order of the Sacred Treasure in 1999 and appointed CBE in 2003. He published a memoir, *Japanese Journeys*, in 2005.

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