

# THE LOUIS FRIEBERG CENTER

for East Asian Studies



*Fall 2014*

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האוניברסיטה העברית בירושלים  
The Hebrew University of Jerusalem





Prof. Michal Biran, Director



Dr. Nissim Otmazgin, Chair  
of the Academic Committee

### Dear Colleagues,

We are pleased to present this new issue of the Louis Frieberg Center for East Asian Studies newsletter. This newsletter presents the various activities of the Center in April-November 2014, highlights some past and future activities, and introduces our new members. Founded in 2006, the Frieberg Center is an interdisciplinary forum of faculty at the Hebrew University of Jerusalem aiming to promote and broaden teaching, research, and discussion of issues relating to East Asia. The Center has set itself the ambitious goal of establishing the Hebrew University as a world-renowned hub of East Asian Studies by catalyzing high level research; promoting international cooperation, creative teaching experiences, and a wide variety of cultural and scientific activities; and developing scholarly infrastructure.

In this issue, we begin by introducing the newest member of the Center's academic committee: Dr. Orna Naftali, our contemporary China expert, an anthropologist specializing in child education in China, as well as Dr. Jooyeon Rhee, the newest member of the Asian Studies Department and our ever-first appointment in Korean Studies. Both scholars are also responsible for major international conferences that will take place in 2015: Dr. Naftali (together with Dr. Lior Rosenberg) is organizing the International workshop "Studying Rural Chinese Society in the 21st Century: Emerging Themes and New Challenges" (March 9-11, 2015) while Dr. Rhee (together with Dr. Nissim Otmazgin) is organizing the "Transnational Cultural Interactions between Korea and Japan, From the Pre-modern to the Colonial Period" workshop (May 17-19, 2015).

The Issue also reviews the main international conferences that we held last summer, from Cultural Geography of Hallyu (Korean pop culture), through Japan's Anime Industry and up to New Directions in the Study of the Mongol Empire. Our 2014 special summer courses (Sino-Japanese Relations with Prof. Joshua

Fogel; Chinese summer course in China; and the excavation course in Mongolia) are also briefly described, and we introduce the special courses planned for 2014-15. This year the Frieberg Center, together with the Asian Studies Department, enlisted six international scholars, from Asia, the US and Europe, who will lead both concentrated and full-length courses, ranging in subject matter from Japanese literature to the affects of the atomic bomb, from non-Han dynasties in China to globalization in East Asia.

Another main feature of this issue is the StartUpAsia job fair, the first of its kind ever to be held in Jerusalem. Students and graduates met representatives of companies doing business in East Asia and were able to learn about employment and internship opportunities. The event also included special workshops about business entrepreneurship in the East Asian market and job opportunities in Israel's public sector. The job fair was initiated by the joint program of Business Administration and Asian Studies that was opened this year at the Hebrew University of Jerusalem.

With the newly-launched Confucius Center now becoming a major player in promoting China-related events in the university and among the general public, and with the Asian Sphere Graduate Studies Program about to be launched next year, we are very sure that East Asian-related activities at the Hebrew University will continue to grow and develop. The fellowships that we are offering for next year - at the MA, PhD and post-doc levels (see [page 16](#)) - are another manifestation of this growth. We are grateful to the Center's academic committee, as well as Ms. Tal Dranitzki, the administrative manager; Ms. Tal Nizan, the newsletter editor, and Mr. Tomer Nisimov, the computing coordinator, for their help in promoting the Center's activities.

*Prof. Michal Biran*

*Dr. Nissim Otmazgin*

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## Meet the New Member of our Academic Committee

Dr. Orna Naftali, Dept. of Asian Studies

Dr. Orna Naftali is a China anthropologist who studies the issues of childhood, youth, and education; gender and the family; nationalism and the state, as well as globalization and the rise of the new middle-classes in contemporary urban China. She received a BA in East Asian Studies from the Hebrew University of Jerusalem (1997), an MA in Culture Research from Tel Aviv University (2001), and a PhD in Anthropology from the University of California, Santa Barbara (UCSB). Following the completion of her doctoral studies in 2007, she returned to the Hebrew University to conduct post-doctoral research with the support of the Lady Davis Fellowship Trust, a Golda Meir Fellowship, a Louis Frieberg Center Fellowship, and a Truman Institute fellowship. In 2011, she became a full-time faculty member at the Department of Asian Studies at the Hebrew University, where she currently teaches about modern and contemporary Chinese society, culture, and politics. She is also the coordinator of the China Studies High-School Outreach Program at the Department of Asian Studies, and currently serves as a member of the "Humanities and Social Sciences Young Scholars Forum" at The Israeli Academy of Sciences and Humanities.

Dr. Naftali has published a number of articles on topics such as the globalization of Chinese education; the interplay between changing notions and practices of childrearing and education and new conceptualizations of privacy and subjectivity in China; the rise of child psychology in contemporary urban China; and the militarization of PRC children and youth culture. Her recently-published book, *Children, Rights, and Modernity in China: Raising Self-Governing Citizens* (Palgrave Macmillan, 2014), examines the emergence of a new discourse on children's rights in post-1989 China.

Drawing on diverse evidence from PRC government, academic, media, and pedagogic publications, as well as on the results of a yearlong ethnographic fieldwork in schools and homes in the city of Shanghai, the book explores the ideas with which a new China is raising a new generation. It debunks many popular and scholarly stereotypes about the predominance of Confucian ideas of parental authority in China or about the indifference to individual human rights in the political and public culture of the PRC. The book also recognizes the complexities and conflicts that exist in Chinese discourses about, and practices toward, children, as older ideas of filiality, neoliberal ideologies, and the new awareness of children's right to privacy, to expressing their views, and to protection against violence, compete and collude in complicated, often contradictory ways.

Dr. Naftali's current research projects continue to explore the nexus of childhood, youth and politics in modern-day China by looking at historical and contemporary constructions of gender, war, and violence in PRC cultural products for children and youth; at representations of war and the military in PRC school textbooks (1949-present); and at the relationship between education, social class, and the formation of national identity in contemporary China. The latter topic is the focus of a new ethnographic research project she is currently pursuing in collaboration with Dr. Yang Junhong of Shanghai University of Political Science and Law and with the support of an ISF Grant (No. 405/12), a Truman Institute Research Grant, and a Hebrew University Intramural Research Fund Career Development Grant.



### Dr. Naftali's new book



Naftali, Orna. 2014. *Children, Rights and Modernity in China: Raising Self-Governing Citizens*. New York: Palgrave Macmillan.

### Pictures from field work



The project, entitled "Education and the Formation of National Identity in China: The Effects of Schooling and 'Patriotic Education' (爱国主义教育) on Youth of Different Socioeconomic Backgrounds," examines the phenomenon of youth popular nationalism in contemporary China. In the past two decades or so, the PRC has witnessed a considerable rise in youth expressions of nationalist sentiment, apparent in anti-Western and anti-Japanese demonstrations; in consumer boycott movements of foreign products; and in the flourishing of a hyper-nationalistic discourse on the Chinese Internet. However, empirical studies that examine the specific role of schooling and education in the formation of national identity among Han Chinese youth remain scarce. Moreover, existing research on the topic has so far overlooked the importance of socioeconomic variables in the shaping of youth views of the nation and its external 'others'.

Dr. Naftali's current project aims to address these gaps. It combines analysis of PRC school textbooks and popular media products with surveys and interviews among high-school students and their teachers in the globalizing city of Shanghai and in Fengqiu County, Henan Province, with the aim of comparing the views and practices of three different

populations: urban middle-class, urban lower-class, and rural students. The study's preliminary results confirm the importance of socioeconomic background and geographical location within the country for current youth perceptions of what it means 'to be Chinese' and for the likelihood that high-school students in China will express anti-foreign sentiments. The study reveals, for instance, that high-school students in the globalizing city of Shanghai are more likely to display tolerance and openness toward foreign people and foreign cultures. However, this tendency is most pronounced among students of middle-class backgrounds who are frequently exposed to foreign people and cultures through organized school activities. In contrast, Shanghai students of lower-class backgrounds and rural students in Henan Province do not enjoy similar opportunities. Like their urban middle-class peers, youth from lower-class and rural backgrounds in China frequently consume foreign popular culture products. However, the schools which they attend generally emphasize the importance of 'patriotism' over 'cosmopolitanism,' and such messages contribute to a greater tendency to express anti-foreign sentiments.

Dr. Naftali's project is currently in its second year. Its final results will form the basis for a number of forthcoming

articles and a future book, which will provide new empirical data on the rise of youth popular nationalism in contemporary China and enhance our current understandings of the relationship between state education, recent mutations in popular thinking about the nation and its external "others", and new class formations in post-socialist China.

### Pictures from field work



## Upcoming International Workshop: "Studying Rural Chinese Society in the 21st Century: Emerging Themes and New Challenges" (March 9-11, 2015)

This workshop aims to analyze the changing features of the Chinese countryside in the 21st century and to identify new methodological and theoretical challenges facing scholars



of contemporary rural Chinese society. How do we define "rural society" in an age of fast-breaking boundaries between urban and rural areas? How are state projects, migration and urbanization processes, and new media technologies currently transforming rural spaces and communities and the lives and perceptions of Chinese rural residents? The workshop, which will include a keynote speech by Prof. Jonathan Unger of Australian National University, aims to address these issues by drawing upon up-to-

date empirical research by Israeli and international scholars.

#### Conference Organizers:

Dr. Orna Naftali and Dr. Lior Rosenberg, Dept. of Asian Studies and the Harry S. Truman Research Institute for the Advancement of Peace, the Hebrew University of Jerusalem.

Proposals and queries can be addressed to:

[studyingruralchinesesociety@gmail.com](mailto:studyingruralchinesesociety@gmail.com)



## Meet the New Member of our Department

Dr. Jooyeon Rhee, Dept. of Asian Studies

Dr. Jooyeon Rhee is the newest member in the Department of Asian Studies at the Hebrew University of Jerusalem. She now holds a one of a kind research position in Israel, specializing in Korea, which will hopefully further promote research on Korea in Israel and diversify the research in HUJI's Dept. of Asian Studies even more. This year, the Louis Frieberg Center for East Asian Studies helped fund Dr. Rhee's conference, "Cultural Geography of the Hallyu: Mapping the World through Korean Popular Culture" (see below in this newsletter).

graduate studies. She was a student of art history in her undergraduate years, focusing on the European Arts and Crafts movement. Studying about European art history made her think about the Euro-American and Japanese cultural impact on Korea, more particularly colonial Korea, during which period Korean writers and artists struggled to articulate their subjectivity through their works.

In her PhD dissertation, Dr. Rhee dealt with literary and visual works that concern gender roles and gender relationships in colonial Korea. She explored representation of gender at



book chapters on Korean New Women, Japanese colonial literature, Korean silent film, Japanese propaganda films and Zainichi (Koreans resident in Japan) human rights. She has translated, among others, Yuasa Katsue's novella, *Red Dates*; Yi Kwangsu's essays, "The Value of Literature" and "What is Literature"; Hara Kenya's essay on design aesthetics, *White*; and Hasumi Shigehiko's essay on Robert Bresson's films, "Led by the Scarlet Pleats: Robert Bresson's *L'argent*."

Her other research interests include Korean literary criticism and theory, gender and race in Korean and Japanese literature and film, multiculturalism in South Korea, and Korean popular culture.

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**"Dr. Jooyeon Rhee's current research focuses on fiction produced in Korea between the 1890s and the late 1910s, a crucial period when the concept and function of fiction changed dramatically."**

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Born and raised in Seoul, South Korea, one of the most dynamic cities in East Asia, Dr. Rhee moved to Canada for higher education, where she received her BA, MA, and PhD from York University in Toronto. She taught at the University of Toronto, York University, OCAD University in Canada and held a Luce Postdoctoral Fellowship at Wittenberg University in Ohio, USA, prior to her position at the Hebrew University. She offers courses in modern Korean social and cultural history, gender and family in Korean literature and film, Korean popular culture, and Korea-Japan cultural connections.

Since high school, Dr. Rhee always been an avid reader of Korean literature, but she never thought about studying it until she began her

the intersection of modernity, nationalism, and colonialism.

Her current research focuses on fiction produced in Korea between the 1890s and the late 1910s, a crucial period when the concept and function of fiction changed dramatically. It considers gender as an important category that directed the development of Korean literature at that time. It examines creative fiction, although Korean translations of Japanese fiction are also an important component in this study, enabling one to see how foreign texts created effects in the formation of modern Korean literature.

Dr. Rhee has published both scholarly works and translations in the past. She has published journal articles and

### Recently Published by Dr. Rhee



Rhee, Jooyeon. 2014. "No Country for the New Woman": Rethinking Gender and Cultural Nationalism in Colonial Korea through Kim Myöngsun. *Acta Koreana*, 17 (1): 399-427.



## Field Work Report — South Korea

By Ira Lyan, PhD student, Dept. of Sociology and Anthropology

As a beginning academic, I have learned that this is a nomadic profession. We move between conferences to distribute our research findings, to build a professional network, but most importantly, we move to find our data in order to have something to research. Thanks to the generous support of the Louis Frieberg Center for East Asian Studies, I was able to travel to South Korea this September to conduct interviews for my PhD research. The study deals with the intercultural encounter within Korean-Israeli business collaborations and it includes interviews with Israeli and Korean businessmen and researchers who work together on collaborative projects, represent companies in the local market or help other businesses to enter foreign markets. In total, 58 interviews were conducted, 18 of them in Korea.

Since I may not reveal the identity of my interviewees unless they agree, I can only report in general about Korean-Israeli economic collaboration. It began to increase in the 1990's, with the reduced fear of the Arab boycott by Korean companies that trade with Israel and the reopening of the Israeli Embassy in Seoul in 1992. The translation of *Start-Up Nation* to Korean in 2011, and the founding of the Yozma Project in Korea in 2013, have enhanced the appreciation of Israeli technology which is associated with

the winning formula of complementary resource economies – Israeli innovation together with Korean manufacture. The best examples are governmental organizations such as KORIL R&D Fund that supports innovative projects from the two countries, as well as the Samsung and LG R&D centers in Israel, which are looking for new Israeli technology to implement in their own products.

I conducted interviews with both representatives of the governmental and private sectors from both Korea and Israel in order to understand the broad picture of this relatively new collaboration between two geographically distant countries. During the interview I asked about experiences with, and expectations from, the other side, what was special in the cross-cultural encounter and how it was different from working with other firms or with other international countries.

The initial findings show that there are four central narratives that define Korea and Israel as Western-like or

non-Western, and as similar or different to each other. Since almost every interview has included all of the narratives despite the contradictions between them, the findings reveal the fluid nature of these seemingly fixed categories, blurring East-West and Korean-Israeli hierarchies.

Both Korea and Israel function as a looking glass to define people's own culture and society in a global context as "Western-like" versus "Asian," and the "Start-up Nation" versus "The Republic of Samsung." In turn, these cultural images become important factors for firms in selecting partners, affecting group dynamics in collaborative projects and managers' decision-making with regard to the division of labor. Through these cultural perceptions I am going to examine the ways in which images of emerging economies, such as Korea and Israel, are produced, circulated, and perceived in comparison to themselves and other countries and regions.

### Gwanghwamun Plaza - Seoul's economic and diplomatic heart



# Summer courses 2014

## Summer Seminar: Sino- Japanese Relations

by Dagan Shimoni, MA student, Dept. of Asian Studies

In July 2014 the Hebrew University of Jerusalem, with the support of the Louis Frieberg Center for East Asian Studies, hosted a seminar taught by Prof. Joshua Fogel of York University, Canada. The seminar discussed Sino-Japanese intercultural and political relations and concentrated on the period from the end of the 19th century to the Second Sino-Japanese War (during World War II). In each encounter one of the participants presented a subject for discussion and the related article from the syllabus, followed by an open debate regarding the issue. We discussed the intellectual relations between China and Japan, the reciprocal classical and "modern" cultural affects, the Japanese communities in China before and after the war, and so on. Special consideration was given to the "Nanjing Massacre" and the change it brought to Sino-Japanese relations. Throughout the sessions, a bilateral approach was maintained carefully in order to focus on cultural relations and not to judge history. The subjects and reading materials of the seminar were fascinating and the seminar succeeded in creating an environment of intellectual cross-fertilization, which contributed to the expansion of the participants' horizons. As the seminar lasted merely two weeks, I feel that the subject can be further taught and discussed and would be happy to be a part of another seminar on it in the future.

## Chinese Summer Course in Jilin

by Lin Qian, Chinese teacher, Dept. of Asian Studies

It's the fourth year in a row that students from The Hebrew University have participated in an intensive Chinese language course in China. As in previous years, the summer course was supported financially by the Polonsky Foundation, which generously donated 12 full scholarships to students wishing to join the course. The course was also open to non-scholarship students, as well as students from other universities, and comprised a total of 24 students. During the six-week course, on top of classes focusing on grammar, listening comprehension and spoken Chinese, there were also many cultural activities and trips in the surrounding area that were organized for the benefit of the students.



## Summer Course: Excavation in Qaraqorum, Capital of the United Mongol Empire

by Dr. Tawfiq Da'adli, Dept. of Islamic and Middle Eastern Studies

Last summer, a group of archaeology, history and anthropology students from the Hebrew University traveled to the Orkhon valley in Mongolia, and reached the site of Qaraqorum, the first capital of the Mongol empire. In Qaraqorum we launched a joint project with German archaeologists from Bonn University and Mongolian researchers from the Mongolian Academy of Science, which aimed at excavating one unit in the supposedly Muslim quarter of the city.

Field work lasted for four weeks, July 27 till August 25, during which the team managed to expose the brick city wall; to define the compound surrounding wall, a unit attached to it and floor surfaces; and to track the form and reveal the living surface of the rectangular unit, beside the exposure of what looks like its ramified underground heating system.

Although the shape of the compound and some of the units dividing it, especially the one excavated in the summer, are clear, the nature of the compound still await further examination. Therefore, we plan next summer, to expose more sections of the rectangular unit and to examine other units. In addition, we plan to open new excavation areas in the Muslim cemetery situated outside the city wall. The cemetery seems to contain a series of mausolea that was partly exposed in past excavation. This will give us the opportunity to uncover the structure and style of those tombs and to learn about the nature of the burials.





# Upcoming Special Courses 2014-2015



## Dr. Kai Schulze, Louis Frieberg Center for East Asian Studies

**Japan's International and Security Relations** - This course examines the political, diplomatic and security challenges facing Japan. We will focus on Japanese bilateral, regional, and global security policies from a range of theoretical perspectives. We'll discuss theories and the historical background of Japan's international relations, then delve into specific cases and difficulties related to Japan's foreign policy, and finally focus on Japan's bilateral relations with the US, China, and the two Koreas. Will take place throughout semester B.



## Prof. John Nathan, University of California, Santa Barbara

**Themes and Narrative Strategies in Modern Japanese Literature and Film** - The texts will be closely examined as artful expressions of personal vision and as windows on the society and culture which animate them and which they reflect. Our critical focus will be on narrative strategy: How does the writer tell the story? In what ways does each selection manage the revelation of character? In what respects are these stories similar or different from what we have learned to expect from Western fiction? This intensive seminar will take place during January 2015 and will comprise 14 meetings.



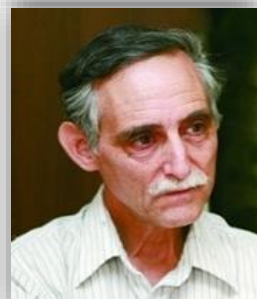
## Prof. Sheldon Garon, Princeton University

**Atomic-bombing and Firebombing Cities in World War II: Morality, Science, and Race** - This seminar will consider the transnational-historical developments that led to the massive aerial bombardment of cities in World War II—including the dropping of atomic bombs on Hiroshima and Nagasaki. This intensive seminar will take place during June 2015 and will comprise 14 meetings.



## Dr. Lior Rosenberg, Hebrew University

**"Building the villages" – political, social and economic issues in rural China** - The aim of this course is to illuminate some of the most fundamental developments which have molded rural life during the 20th century and the first decade of the 21st. Among the issues of concern in this course are: the development of discourses around the notion of the "rural", the TVE's and their consequences, self-governing and elections, changes in rural households' economy, rural migration into cities and the "floating" population, urbanization, and more. Will take place throughout semester B.



## Prof. Andrew Plaks, Hebrew University

**Great Works of Classical Chinese Literature** - In this course the students will be exposed to famous classic Chinese novels from pre-modern times. During the classes we will analyze a variety of literary styles, and will discuss the cultural context in which they were written in. Will take place throughout semester A.



## Prof. John Lie, University of California, Berkeley

**East Asian Regional Dynamics in the Age of Globalization** - In this seminar, we will consider East Asia in the age of globalization. After a brief historical and theoretical overview, we will focus on two related dynamics. First, the making of the modern national identity and the simultaneous movement of peoples. Secondly, we will consider the flow of culture, and especially popular culture, in East Asia. This intensive seminar will take place during December 2014 and will comprise 14 meetings.



## Past Events

### “Cultural Geography of the Hallyu: Mapping the World through Korean Popular Culture”

by Dr. Jooyeon Rhee, Dept. of Asian Studies

The conference "Cultural Geography of the Hallyu: Mapping the World through Korean Popular Culture" was held at the Hebrew University of Jerusalem from May 13th to 15th, 2014, organized by the Department of Asian Studies at the Hebrew University. It was the second academic event on Korean popular culture to be held in Jerusalem, following last year's conference on "The Miracle Narrative of the Korean Cultural Industries: Perspectives from the Middle East" (May 2013).

The conference underscored the importance of transnational cultural flows that inform geographical knowledge. By focusing on Hallyu as a global cultural force, the conference examined how the representations and realities of Korea are being formed through Hallyu. The discussion panels dealt with the ways in which producers and consumers of Korean popular culture, as well as policy makers, contribute to the reproduction of multiple imaginations of Korea.



The conference was a chance to examine the consumption and reception of the Korean Wave in various geographical regions, including Western and Eastern Europe, East and Southeast Asia, the Middle East and Latin America. In these places, Hallyu not only contributed to the audiences' imagination of Korea but also helped illuminate their own social and cultural desires.

The keynote talk by Prof. Hyangjin Lee of Rikkyo University addressed the role of Hallyu as a means of counter-cultural movement in the context of anti-Korean Wave sentiments and hate speech in Japan. Prof. Lee's discussion of Hallyu and its ability to politicize social issues provided a critical lens through which participants could further explore Korean popular culture products.

The topics explored in the seventeen papers included: (a) Representation, distribution and circulation of spatial senses of Korea in the world; (b) Audience reception/perception and fandom of Korean popular culture; (c) Technologies and techniques of constructing geopolitical particularities and universalities of Korea; (d) Industry, politics, and promotions involving the production of geopolitical imaginations of Korea; and (e) dissemination of Korean popular culture and the construction of alternative geopolitics.

For the list of participants and abstracts please visit the [conference's website](#).



### Korea Day

by Ira Lyan, PhD student, Dept. of Sociology and Anthropology

According to the long-running tradition, "Korea Day" was hosted on May 13, 2014 by the Department of Asian Studies, with the generous support of the Korean Embassy in Israel. Both Korean students and Israeli students of Korean Studies collaborated to promote Korean culture to the general public. More than 100 students and guests came to enjoy Korean tea and snacks, pictures of the country of "morning calm," a calligraphy demonstration, the art of paper folding, and to experience traditional games and clothes. Two public lectures on Korean popular culture were given: Mrs. Ira Lyan, of the Department of Sociology and Anthropology, gave a talk on the growing popularity of Korean TV dramas and music among Israeli audiences, and Adv. Ron Fogel, an organizer of the annual Korean Film Festival in Israel, gave a talk on the global popularity of Korean cinema. Korea Day ended with the opening of the international conference "Cultural geography of the Hallyu: Mapping the World through Korean Popular Culture," where Prof. Hyangjin Lee from Rikkyo University in Japan opened the conference in the presence of the Ambassador of the Republic of Korea, H.E. Kim Il-Soo and the Dean of the Faculty of Humanities, Prof. Reuven Amitai. Prof. Lee's keynote speech addressed Korean popular culture as a "Culture of Resistance Minorities."





## "Far East Wonders" Summer Camp

by Shir Shapira, BA student, Dept. of Asian Studies

In July 2014, the Department of Asian Studies, in collaboration with the Joseph Meyerhoff Youth Center for Advanced Studies (YCAS), organized two summer camps for high school students in Jerusalem. Each camp lasted for two weeks and the children learned about different aspects of Japanese and Chinese culture and language, as well as experiencing various activities such as a sushi workshop, karate, kite making, and traditional Chinese and Japanese games. We see this workshop as an important contribution to the community and as a way to facilitate communication between the university and the younger generation.



## An International Workshop on Japan's Anime Industry: Attainments and Prospects

by Dr. Nissim Otmazgin, Dept. of Asian Studies

important for development of other Japanese industries, such as electronics and games, which without cultural content are worth very little.

Another interesting point that came out in the discussions is that these days, Japanese anime and manga (comics) is what brings students into class. While in the past, young people around the world chose to study about Japan because of its "miracle" economy and its superb managerial system, these days the overall majority of them do so because of Japanese popular culture.

The cultural part of the event included a special "Japan Day" organized by

On May 21-22, 2014, an international workshop on "Japan's Anime Industry: Attainments and Prospects," was held at the Hebrew University, bringing together scholars and professionals from the anime industry in Japan, Israel, and beyond. The participants included the famous anime producer, Mr. George Wada, president of Wit Studio.

The workshop, organized by Dr. Nissim Otmazgin (Hebrew-U) and Dr. Michal Daliot-Bul (University of Haifa), focused on the organizational



aspect of Japan's anime industry and addressed topics related to media distribution and convergence, and the changing structure and increasing globalization of the anime industry. The Japanese animators met with animators from Bezalel Academy of Arts and Design and commented on the work of young Israeli animators.

Anime is not only fascinating from a cultural and artistic point of view, but is also a huge industry that generates considerable revenues for the Japanese economy. It is also crucially

the students of the Department of Asian Studies, featuring public lectures on Japan, Japanese food stalls, and a festival-like atmosphere. The highlight of the "Japan Day" was a cosplay competition and the screening of the famous anime series "Attack of Titan," followed by Q&A with the producer of the series.

For more information about the workshop:

<http://eastasia.huji.ac.il/en/event/1937>



# Confucius Institute Launched at the Hebrew University

by Dr. Lihi Yariv-Laor, Israeli Co-Head of the Confucius Institute

The Confucius Institute at the Hebrew University of Jerusalem was formally launched in the presence of Ms. Liu Yandong, Vice-Prime Minister of the People's Republic of China. The festive inauguration ceremony, held at the Handler Auditorium of the Truman Institute on Mount Scopus, marked the high point of an ongoing process of tightening ties between Chinese academia and the Hebrew University.

The newly established Institute at the Hebrew University of Jerusalem is distinctive among Confucius Institutes as it is designated as a research-oriented Confucius Institute, one of only a dozen of its kind among as many as 400 Confucius Institutes around the world. Thus, while naturally aiming at enhancing acquaintance with Chinese language, culture and society in order to promote knowledge and understanding of China, as is the traditional mandate of other Confucius Institutes, the newly established Research-Oriented Center will promote China-related research. Hence it will initiate and endorse elite Chinese-Israeli academic joint projects. Supporting doctoral students and post-docs in the China field as well as unique research projects, initiating international research conferences, allocating leading Chinese scholars to teach courses at the Hebrew University, and massively empowering the Chinese-language research library collection, are all among the Confucius Institute's upcoming planned activities. These are meant to substantiate and reconfirm the Hebrew University's position as one of the world's leading Sinological centers.

The collaboration with Beijing University (PKU), which acts as the Hebrew University's partner-academic institute, promises to generate cutting-edge research projects, as these two universities are the leading research institutions in China and in Israel. This academic partnership, which brings to light the close relationship between Chinese academia and the Hebrew University, exists on the personal level as well. The friendly and warm ties among the parties are part and parcel of the dynamics of the diverse joint activities of the HUJI Confucius Institute.



The inauguration ceremony was characterized by a celebratory yet intimate atmosphere. Attending the ceremony, besides the Vice-Prime Minister of the People's Republic of China, were top-ranking Chinese government officials, such as China's Minister of Education - Mr. Yuan Guiren, its Minister of Health - Madame Li Bin, the Director General (Vice Minister) and Chief Executive of Hanban (Confucius Institute Headquarters) - Ms. Xu Lin, the Chinese Ambassador to Israel - Madame Gao Yanping, the President of Beijing University - Prof. Wang Enge, the President of Tsinghua University - Prof. Chen Jining and many others. The rector of the Hebrew University, Prof. Asher Cohen, who directed the ceremony, said that he sees the establishment of the Confucius Institute as a token of recognition of our university's achievements in general and in the field of Chinese studies in particular.



In his welcome speech, the President of the Hebrew University, Prof. Menahem Ben-Sasson, emphasized the importance of strengthening relations between our two countries and between our institutes of higher education. Two recordings of greeting speeches followed: by Israel's Prime Minister, Mr. Benjamin Netanyahu, and by the Nobel Prize Laureate, Prof. Robert Aumann. Mr. Netanyahu recalled his visit to Beijing last year, when the initial agreement to establish the HUJI Confucius Institute was signed with China's Premier Li Keqiang. Prof. Aumann, in his congratulations, stressed the respect for learning common to the Jewish and the Chinese peoples.

The performance part of the ceremony, with six different artistic pieces, was mainly performed by students of the Hebrew University whose dancing, speaking and singing in Chinese succeeded to move the audience deeply. A show of martial arts performed by a group of young children concluded the artistic part. A keynote speech by Ms. Liu Yandong followed. In her speech, Ms. Liu Yandong first told the audience about her father's admiration of the Jewish doctor, Jacob Rosenfeld, who joined the Chinese communist troops between the years 1941 and 1948, and saved many lives at the base led by her father while fighting with the Chinese during the Sino-Japanese war and the civil war of those days. Mentioning Ben-Gurion's words that "there will be no future without education," Ms. Liu urged the cultivating of education that would lead to mutual understanding between the Chinese and the Israeli peoples, thus enhancing reciprocal cooperation and friendship.





The joint IIAS-ISF conference "Mobility and Transformations: New Directions in the Study of the Mongol Empire" took place during June 29-July 4, 2014, at the Institute of Advanced Studies of the Hebrew University of Jerusalem. Its organizers were Michal Biran (Hebrew University) and Kim Hodong (Seoul National University).

The meeting, initiated by Biran's ERC project - Mobility, Empire and Cross Cultural Contacts in Mongol Eurasia - consisted of two parts: the first was an international conference on Mobility and Transformations: Economic and Cultural Exchange in Mongol Eurasia and the second was an international summer school: New Directions in the Study of the Mongol Empire. Both events look at the Mongol Period not only as a chapter in the annals of China, Iran, Russia or Inner Asia, but as a multi-faceted phenomenon in its own right, one that combined elements from various imperial traditions and which has had a broad and enduring impact on world history.

The conference brought together ca. 60 scholars from Asia (China, Japan, and Korea), Europe (including Russia) and North America, ranging from historians to archaeologists, historians of art, science and religions, and philologists. This multidisciplinary and multi-lingual crowd focused on the impact of the huge movements of populations - followed by ideas, artifacts and institutions that characterized Mongol rule in the 13th and 14th centuries, in fields related to economic, religious and artistic exchanges; wisdom and knowledge transfer; law and institutions; and political concepts. Special panels were also dedicated to Modes of Migrations; the Mongol State in Central Asia in Comparative Perspective; and the Mongols and Maritime Asia. The conference

## Mobility and Transformations: New Directions in the Study of the Mongol Empire

by Prof. Michal Biran, PI of the "Mobility, Empire and Cross Cultural Contacts in Mongol Eurasia" project

highlighted the Mongol period not only as a period of destruction and massacres, but as one of intensive mobility and cross-cultural contacts, that promoted the transition from the medieval to the early-modern world. In terms of both scope and holistic perspective, this was an unprecedented event in the history of Mongolian studies worldwide.

The Summer School convened 10 leading scholars of the history of the Mongol Empire, all of them contributors to *The Cambridge History of the Mongol Empire* currently edited by Biran and Kim. Each of them presented - in a session of 90-120 minutes - the new aspects of their respective chapters, in front of their colleagues and a group of 25 carefully-chosen international students - PhD candidates and post-docs - who provided important feedback and illuminating discussions. Here too, the dialog between people working on different facets and regions of the Mongol empire and who represent various scholarly traditions of East and West was extremely valuable. The highlight was Kim Hodong's keynote lecture, Mongol Imperial Institutions and the Empire's Unity that concentrated on the *ulus* institution (translated as people subject to a prince, state, or nation). The lecture presented a new, provocative and highly convincing picture of how the Mongols saw their Empire, as opposed to the way their

subjects understood it, which is also the usual paradigm in the secondary literature. The Mongols did not see the post-1260 world as divided to four states centered in China, Iran, Central Asia and Russia, but as a one Chinggisid empire, comprised of multiple *uluses*, that were connected in various economic, political, and personal forms that secured the Empire's unity up to the fall of the Yuan in 1368.

Following this intensive week, the participants enjoyed a tour to northern Israel, the highlight of which was the visit on Ayn Jalut, the place where the Mamluks, then rulers of Egypt and Syria, defeated the Mongol troops in 1260, thereby halting the Mongol advance into western Asia. Prof. Reuven Amitai, dean of HUJI's faculty of humanities, one of the summer school teachers and a leading authority on Mamluk-Mongol relations, gave explanations on this site.

The conference was supported also by the ERC project Mobility, Empire and Cross Cultural Contacts in Mongol Eurasia; The Hebrew University, and The Frieberg Center for East Asian Studies; The Israel Science Foundation, and the Confucius Center at the Hebrew University.

For more information see <http://mongol.huji.ac.il/>  
<http://www.as.huji.ac.il/isf/mongol>





## The Fifth Japanese Speech Contest by Noa Oppenheim, Japanese teacher, Dept. of Asian Studies



On May 12, 2014, the Fifth Japanese Speech Contest in Israel took place at the Hebrew University, sponsored by the Japan Foundation and the Frieberg Center with the cooperation of the Japanese Embassy and the Department of Asian Studies at the Hebrew University.

Twenty students from various universities and colleges participated

in the contest, from Haifa University, Tel Aviv University, Bar Ilan University, as well as from Tel Hai Academic College in the far north of Israel. The students talked about topics of their choice including the history of chocolate, their Japan, their experience with Japanese, the relationship between Japan and Israel, avocados, drama and more.

Many other students came to encourage the participants, the hall was full, and there was an excellent atmosphere. The judges were the Japanese teachers from the participating universities and Mr. Shimada, the first secretary at the Japanese Embassy.

The last part of the event was titled "Culture Time." Students from Haifa University showed a movie they had prepared in Japanese about their university and department, students

from the Hebrew University showed a movie they had made for "Japan Day" and students from Tel Aviv University showed and taught the dance to the music of Koi Suru Fortune Cookie. A lot of fun was had by all.

The winners of the contest were given the opportunity to participate in an exam competition at the Japanese Embassy, the prize being a 2-week trip to Japan under the auspices of the Japan Foundation.



## Shodo Workshop by Tal Gazit, BA student, Dept. of Asian Studies

On June 2, 2014, the *shodo* (Japanese calligraphy) artist Mido Koshiyama came to the Hebrew University to teach at a *shodo* workshop. The workshop, a special collaboration between Koshiyama-sensei, the Louis Frieberg Center for East Asian Studies and "Nippon", the student circle for Japanese culture, included over 25 participants, the

majority of them students of the Department of Asian Studies, along with visitors from outside the university.

Participants first learnt and practiced the basics of *shodo*, after which they created their own piece of artwork, which they took home with them.

Koshiyama-sensei is well known for her unique artistic style of writing ancient kanji. Her work has been displayed in many well-known exhibitions in New York and Tokyo, and this was her first visit to Israel. We are all hoping that she will return next year to teach us more of the Japanese "Way of the Brush".



## China Day by Naama Hechet, BA student, Dept. of Asian Studies

On May 15, 2014, "China Day" was held at the Hebrew University of Jerusalem, offering, through diverse activities, an opportunity to explore China's fascinating and unique culture. Covering an array of topics ranging from travel information and Chinese medicine, to Chinese tea and the zodiac, stands presenting Chinese culture through fun activities such as a chopsticks competition, Chinese calligraphy and traditional Chinese attire, attracted many participants.

In addition, we were joined by distinguished guests who shared their knowledge and expertise in a variety



of panels and lectures. We enjoyed an opportunity to hear Israeli students who had studied in universities in China and Chinese students at the Hebrew University talk of their experiences in a foreign country. We also heard from three experts in the field of Sino-Israeli economic relations: Mr. Assaf Bar-Moshe, former manager of the China unit at the Israeli Export Institute, Adv. Ofer Ben-Zvi, director at SinoMedls Consulting International, and Mr. Amir Lati, former Deputy Consul General in Shanghai and deputy director of the North-East Asia department in the Foreign Ministry, in an economic panel discussing business opportunities and difficulties for Israelis in China. Lectures, conducted by the Beit Hillel Chinese medicine clinic, offered a taste of the intriguing and ancient world of Chinese medicine, and a workshop led by Adv. Gal Furer about business culture and



negotiations in China gave the participants a further understanding of the Chinese-Israeli business world.

Although a student initiative, organized by the students of the Department of Asian Studies who contributed so much to make the day happen, it would not have been the success that it was without the generous support of many others including the Louis Frieberg Centre for East Asian Studies, the Confucius Institute and the staff of the Department. We look forward to many more Chinese Culture days in the future.



On May 21, 2014, the biggest "Japan Day" in the history of the Hebrew University was held on campus. Japan Day is a cultural and academic event that has been held for many years at the university. It was produced by student volunteers from the Dept. of Asian Studies and the "Nippon" student circle for Japanese culture, with the aid of the academic staff of the department. Additional support was given by the Embassy of Japan in Israel and the

## Japan Day by Tal Gazit, BA student, Dept. of Asian Studies

Freiberg Center for East Asian Studies.

The combination of academic and cultural contents was successful, and hundreds participated in the festivities, about half of them non-students. This year also marks our first collaboration with AMAI, the Anime and Manga Association of Israel, thus widening the day's appeal to an even greater audience.

The event started with lectures by Professor Ben-Ami Shiloni, Dr. Helena Grinshpun, and Mrs. Einat Cooper, which drew large crowds of students and non-students alike. Registration for the sushi, ikebana, kendo and karate workshops was closed within only a few days, and they were packed full. In addition to all of the above, a variety of stands and activities gave the event a "matsuri" (Japanese festival) feeling:

Traditional dress to try on, manga-café, stands that sold Japanese food and tea, festival games, quizzes, traditional dance and all sorts of competitions.

Japan Day 2014 was declared an outstanding success in which the Japan Studies section of the department was able to bring the visitors a step closer to Japanese culture and to Asian studies.





## A Joint Korean-Israeli Workshop on Cultural Diplomacy and Soft Power

by Dr. Nissim Otmazgin, Dept. of Asian Studies

On November 25, 2014, a joint Korean-Israeli workshop on "Cultural Diplomacy and Soft Power" was held at the Hebrew University of Jerusalem with the support of the Frieberg Center. In this workshop, Korean and Israeli scholars investigated notions of "soft power" and "cultural diplomacy" with a special emphasis on cases from Korea and the Middle East. Employing a broad theoretical and comparative perspective, this workshop is part of

a wider project directed toward understanding and conceptualizing the role of popular culture in international conflicts and in conflict resolution. The workshop was organized by The Harry S. Truman Research Institute for the Advancement of Peace, The Hebrew University of Jerusalem and the Hallyu Convergence Research at Korea University.



## StartUp Asia by Ira Lyan, PhD student, Dept. of Sociology and Anthropology

The Jerusalem School of Business Administration and the Department of Asian Studies at the Hebrew University hosted the Job Fair – StartUpAsia – on November 19, 2014, for students and alumni who are interested in Asian markets. The event included workshops headed by leading Israeli experts in Asia. In addition, 20 participating companies were able to recruit about 200 participants who arrive to find a job or an internship. Among the leading companies with business ties to Asia are Mobileye, the world pioneer in developing accident-prevention systems based on computerized visual technology; the Ministry of Tourism, which trains Israeli tour guides for Chinese tourists; and many more, in fields such as hi-tech, information security, sales, accounting, language teaching, and media.

The Job Fair was an integral part of a new collaborative program that combines business administration

studies with classes on Asian culture, society and languages. Its goal is to provide graduates with the tools that will allow them to quickly integrate into the business world. It also aims to provide them with specific advantages for developing business and commercial relations with companies and managers in East Asian countries. Each year more than 100 students graduate in Asian Studies at the Hebrew University alone, with in-depth knowledge of the languages, society, history, and business culture of Asia. This knowledge represents an unique business advantage in the Israeli market, which has increased its activity in Asia only in recent years. The Job Fair is a fertile opportunity to bridge the academic and business worlds.

For more information:  
<http://bschool.huji.ac.il/bs/StartupAsia/>

### The Business Administration and Asian Studies B.A. Program

The Combined Program of Business Administration and Asian Studies at the Hebrew University in Jerusalem is designed to address a pressing need of the Israeli higher education system and Israeli society at large: the integration of the study of East Asian culture, history, politics, society and languages with the field of business administration. The resulting synthesis of a thorough education in the humanities - with cultural, historical and sociopolitical knowledge and linguistic skills acquired in East Asian studies - with the disciplinary rigor, knowledge and skills acquired in the field of business administration provides students and scholars with excellent tools to understand and contribute toward economic cooperation between Israel and the economically most dynamic part of the world. The program provides B.A. students with special courses, guest lectures by leading businessmen, academics and diplomats, as well as participation and organization of events relating to the Asian business world.



# Past Events

The Frieberg Center has been involved in many other events:

## April

2 – Conference, "Between Israel and Asia: Networks and business opportunities"

28 - Lecture by Kaiqi Hua, "The urban history of Hangzhou: Before and after the Mongol conquest"

30 - Film screening, "Journey to the west: conquering the demons"

30 - Lecture by Prof. Tian Haihua, "Naming God in China: A case study of the Jesuit's interpretation in the late Ming and early Qing"

## June

2 – Shodo workshop

2 – Lecture by Nimrod Oren, "Let's raise a toast with the khan: A glimpse of the alcohol culture in the Mongol Empire"

2 – Film screening, "The Opium War"

11 - Lecture by Dr. Yona Siderer, "Development of the Japanese language into chemistry in the 19<sup>th</sup> century"

16 – Lecture by Matanya Gill, "Islamic Maritime Trade"

16-18 - International conference, "Chinese and Tibetan Tantric Buddhism"

18 – Lecture by Lin Peiyong, "Prince and Patriarch in Buddhist Rebirth Stories: Cross-Cultural Perspectives in Ninth Century East Asia"

## May

7 - Lecture by Dr. Micha'el Tanchum, "The emergence of the Indo-Pacific: Implications of a India-Japan alliance for a liberal Asian alternative to Chinese hegemony"

12 - The Fifth Japanese Speech Contest

12 - Lecture by Vered Shurany, "The Islamization of the Ningxia under Mongol rule: The life and times of Prince Ananda"

13 - Korea Day

13-15 – International Seminar, "Cultural geography of the Hallyu: Mapping the world through Korean popular culture"

14- Lecture by Prof. Janice Kim, "The war and popular culture and contemporary Korea"

15 – China Day

19 - Inauguration ceremony of Confucius Institute at the Hebrew University

21 – Japan Day

21 – Lecture by Prof. Li Ling, "The Chinese cult of Hariti"

21-22 - International Workshop, "Japan's anime industry: Attainments and prospects"

## July

29/6-4/7 – International conference, Mobility and transformations: New directions in the study of the Mongol Empire

1-17 - Summer Seminar taught by Prof. Joshua Fogel, "Sino-Japanese relations"

1-14, 20-31 - "Far East Wonders" Summer Camp

## October

28-29 – Asian Studies Book Fair

## August

27/7-25/8 - Qaraqum joint expedition

## November

3 – Lecture by the artist Zhang Xiaotao, "Digital Media"

10 – Symposium on New Directions in Japanese Studies

19 – StartupAsia Job Fair

25 – Workshop on Cultural Diplomacy and Soft Power

26 – China Day



# Fellowships for 2015-2016

## MA and PhD Fellowships: "The Asian Sphere: Trans-cultural Flows"

The Hebrew University and the University of Haifa are proud to announce the inauguration of a joint graduate program of excellence "The Asian Sphere: Trans-cultural Flows". The Asian Sphere deals with the entire Asian continent as a continuous civilizational zone and addresses cross-regional contacts and processes among Asian societies, cultures and states and to a lesser extent between Asia and other continents throughout history until the present time. It offers a unique opportunity for outstanding candidates, at the MA and PhD level, from different disciplines in the humanities and social sciences, such as Asian Studies, Islamic and Middle Eastern Studies, Art History, Archaeology, Geography, Political Science, International Relations, Cultural Studies, History, Religious Studies, Philosophy, Anthropology, Sociology, Economics, and more. The Asian Sphere is funded by the Humanities Fund of the Planning and Budgeting Committee of the Council for Higher Education in Israel (VATAT) and Yad Hanadiv. For more details see: <http://asia.huji.ac.il/en/article/2157>

**Deadline: February 27, 2015**

## Post-Doc, PhD and Visiting PhD Fellowships: Mobility, Empire and Cross-Cultural Contacts in Mongol Eurasia

The European Research Council (ERC) project *Mobility, Empire and Cross-Cultural Contacts in Mongol Eurasia* at the Hebrew University of Jerusalem is offering post-doc, PhD and Visiting PhD fellowships beginning in 2015-16 for outstanding candidates fluent in Chinese, Arabic and Persian (at least one of the above) and with a sound knowledge of the history of the Mongol Empire. For details please visit: <http://mongol.huji.ac.il/fellowships-and-funding-opportunities>

**Deadline: February 1<sup>st</sup>, 2015**



## The Louis Frieberg Post-doctoral Fellowships

The Louis Frieberg Center for East Asian Studies offers post-doctoral fellowships for the year 2015-2016. The post-docs are open to scholars in the humanities and social sciences specializing in East Asia, especially China, Japan, Korea and Mongolia. For more details see: <http://bit.do/Louis-Frieberg-Fellowships>

**Deadline: March 31, 2015**



## Japan Foreign Ministry Commendation Award

The Department of Asian Studies at the Hebrew University is the recipient of this year's Japan Foreign Ministry Commendation Award for its outstanding achievements and for its contribution to the promotion of friendship between Japan and Israel. The department is one of the twenty institutions outside of Japan who has received the commemoration. According to Dr. Nissim Otmazgin, Chair of the Department, "We are excited and honored to receive this prestigious award, the first department in Israel to receive it, and it encourages us to continue to excel in what we are doing - researching, teaching, and more broadly bringing Israel closer to the other side of the Asian continent."



## Photos from the China Day photography contest



Taken by Keren Schwartz, BA  
Student, Dept. of Asian Studies



Taken by Tal Dranitzki, BA  
Student, Dept. of Asian Studies



Taken by Niv Keidar, BA  
Student, Dept. of Asian Studies

## Upcoming Events

### International workshop: "Studying Rural Chinese Society in the 21st century: Emerging Themes and New Challenges" 9-11/3/2015

This workshop aims to analyze the changing features of the Chinese countryside in the 21st century and to identify new methodological and theoretical challenges facing scholars of contemporary rural Chinese society. How do we define "rural society" in an age of fast-breaking boundaries between urban and rural areas? How are state projects, migration and urbanization processes, and new media technologies currently transforming rural spaces and communities and the lives and perceptions of Chinese rural residents? The workshop, which will include a keynote speech by Prof. Jonathan Unger of Australian National University, aims to address these issues by drawing upon up-to-date empirical research by Israeli and international scholars. Proposals and queries can be addressed to: [studyingruralchinesesociety@gmail.com](mailto:studyingruralchinesesociety@gmail.com)

### International Conference on Korea-Japan Relations — 17-19/5/15

This event will be hosted by the Truman Institute and the Frieberg Center at the Hebrew University of Jerusalem. The international conference will examine the transnational cultural interactions between Korea and Japan, from the pre-modern to the colonial period. It aims to open a venue for scholars working in various disciplines including (but not limited to) literature, history, media, language, visual arts and performance, philosophy, religion, etc., whose research covers Korea-Japan relations from interdisciplinary and comparative perspectives. Inquiries may be sent to: [koreajapanconference@gmail.com](mailto:koreajapanconference@gmail.com)

### Comparative Studies in Imperial History (Part 1): All under Heaven? The empire's spatial dimensions, 30/6-2/7/2015

This international workshop, which will be held in Eisenach, Germany, is the inaugural meeting of a long-term project devoted to the comparative study of empires. The workshop is dedicated to the memory of S. N. Eisenstadt and organized by Michal Biran (HUJI), Eva Cancik-Kirschbaum (Freie Universität Berlin), Yuri Pines (HUJI) and Jörg Rupke (Erfurt University). The workshop, funded by the Humboldt Foundation, brings together leading experts on various imperial enterprises as well as prominent comparative historians and sociologists, and aims to promote a systematic approach to imperial polities through exploring core issues, which were faced by all major continental empires in human history. The first meeting analyzes both practical and ideological factors that prompted or limited the empire's expansion. What was the impact of geographic, environmental and climatic factors on the empire's territorial extent? What were the economic stimuli behind expansion or contraction? How did the empires' different social structures, in particular the role of the military shape their boundaries? How was the imperial space bounded and how were lands beyond the border conceived? Was there a notion of central and core regions and did a concept of homeland emerge? Which of the empires generated a particular spatial ideology? How did the empires' territorial scope contribute toward their legitimacy?