Fall 2020

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Dear All,

2020 has been a unique year and the Frieberg Center was no exception. We started the year with our usual host of events, only to discover that we had to cancel—or at least postpone—the events scheduled for the spring semester due to the Covid-19 pandemic. It took us a while to recuperate, but at the end of this challenging year we are looking forward with cautious optimism, at least regarding East Asian Studies at HUJI.

The Frieberg Center for East Asian Studies, founded in 2006, is an interdisciplinary forum of faculty at HUJI aiming to promote and broaden the teaching and research of 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 collaboration, creative teaching, and a wide variety of cultural and scientific activities; and developing scholarly infrastructure. We are pleased to present you with a new issue of our newsletter, which reviews our main activities over the past year.

Our fall semester began at full speed, convening a string of international workshops on various themes ranging from the Chinese army to Korean popular culture, from Mongol Eurasia to the idea of texts in Buddhism, from Japanese military culture to imperial mediators, and Taiwan’s journey to democracy, all featured below. We also continued hosting cultural events, often in cooperation with HUJI’s Confucius Institute, and investing in the Asian Studies library, as described below. The pandemic hit us hard in the spring, and it took us a while to return to activity. Our students, however, were the first to recover, organizing public lectures by the Department’s teachers and an online Korea Week, that were both highly successful. We followed suite, resuming the departmental seminar and other online lectures, and using the online platforms that have suddenly become so common to initiate an international Mongol Zoominar that continues also this fall. While we are still uncertain about the scope and format of our 2020-21 events, various developments of this exceptional year suggest positive prospects for East Asian Studies at HUJI.

First of all, the Department of Asian Studies recruited two new lecturers: Dr. Irina Lyan (PhD 2017, HUJI), a sociologist specializing in Korean economy and popular culture, who will head our Korea Studies program, and Dr. Tamar Groszwald-Ozery (PhD 2019, University of Michigan), an expert on Chinese law and economy, who will considerably strengthen our Contemporary China program. Both are featured below with more room for Dr. Lyan, who will join the department this fall. A second reason for optimism is the generous ERC grant (the third in the Department of Asian Studies!!) won by Prof. Gideon Shelach, the Center’s incoming director. The fascinating project, exploring the medieval walls in China and Mongolia (mistakenly known as the wall of Chinggis Khan), is also introduced below. Third, the Asian Sphere program, a joint graduate-teaching program with the University of Haifa funded by Yad Hanadiv, has received a 4-year extension, meaning that more students—international and Israeli—can enjoy its interdisciplinary curriculum.

Lastly, with the generous support of the Polonsky and Gutwirth Foundations, we have planned new, lucrative MA fellowships for Chinese studies, and we hope to attract many international students to our English-taught graduate program. With all this going on, as well as two Asian-related groups at the Israeli Institute for Advanced Studies (Animals and Human Society in the Sinitic World & Cultural Brokerage in Pre-Modern Islam), we can expect a burgeoning international community of East Asian scholars in Jerusalem, who will hopefully communicate in person and not only online.

Lastly, we would like to warmly thank Ms. Tsafnat Alon, our outgoing administrative officer and the editor of this newsletter, and Mr. Doron Elbaz, our media coordinator, as well as welcome their respective successors, Ms. Rony Holzman and Mr. Jonathan Elkobi, all students of the Asian Studies Department. We will switch roles next year, Prof. Shelach becoming the Center’s director and Prof. Biran heading the academic committee, and we are sure that the transformation will be smooth.

Wishing you all a healthy, fruitful and peaceful year,

Michal Biran & Gideon Shelach
Introducing Asian Studies Department’s new faculty

An Interview with the new head of the Korea Studies Program, Dr. Irina Lyan

By Tsofnat Alon

Irina, can you please introduce yourself?

It is no coincidence that I became interested in Korea. I am a fifth generation diasporic Korean, born in the former Soviet Union and immigrated to Israel 20 years ago. Although I was very eager to study about Korea, the Department of Asian Studies didn’t have a Korean Studies program at that time. As the closest option to area studies, I did my BA at the Hebrew University in Sociology and Anthropology and English Literature. Through my studies, I tried to find and conduct Korea-related research at every opportunity. For example, during my BA I wrote a seminar paper based on a one-year ethnography among the Korean community in Jerusalem. I studied how the community is imagined and how its boundaries are guarded by visiting its main sites such as Korean churches, schools, apartments, communal centers, and cultural events.

In my PhD I focused on Israeli-Korean business collaborations, investigating the cultural perceptions of Koreans and Israelis towards each other. Thanks to the Frieberg Center, that supported my field trip to Korea, I was able to interview Korean businessmen, diplomats and officials who work closely with Israel, in order to understand the work of national imagination, the importance of postcolonial imagery, and the lingering presence of Korea’s underdeveloped past despite its developed present.

In parallel to my PhD, I took part in a fascinating project on the fandom of Korean popular culture in Israel and the Middle East together with colleagues from the faculties of humanities and social sciences. For example, together with Prof. Nissim Otmazgin I studied Israeli and Palestinian K-pop fans and found that they often seemed to escape or take refuge from current events in a marginalized and exoticized fandom while active promotion of Korean popular culture in Israel empowered them.

In your opinion, what is the importance of studying about Korea?

Korea provides a fascinating case study of an economic miracle, through its rapid transition from one of the poorest nations in the world to a developed economy. Studying the Korean economy enables us to ask bigger questions like why there are no other Koreas in the world or why there are still so many poor nations. Studying the Korean cultural miracle challenges the common direction of globalization, from the West to the rest of the world, and makes us wonder if we have finally made it to a truly globalized world. Today I still see a surprised reaction to the success of Korean popular culture, including BTS, Korean TV dramas on Netflix, Bong Joon-Ho’s “Parasite,” Psy’s “Gangnam Style,” and many others. This surprise implies the partiality, and even a glass ceiling, of Korea’s cultural globalization. The recent fan activism of K-pop fandom is another reason to study Korea – how have fans of a marginalized subculture succeeded in organizing themselves into a political and social power? Finally, the public image of South Korea, that moved from the world’s economic and cultural backstage and today attracts attention not only because of the conflict with North Korea (another good reason to learn about Korea) but as a nation that strives to rebrand itself as a leader in technological innovation, cultural industries, and sports promotion, and as an active participant in world politics.

Congratulations on your new role as the head of the Korean Studies Program. What are the main goals you would like to achieve?

Thank you very much. First of all, I would like to thank Dr. Jooyeon Rhee, who successfully led the Korean Studies Program from its very beginning in 2013. I was fortunate to work with and learn from her. I aim to continue her work on enlarging the scope of our program by bringing in experts on history, literature and arts as well as increasing the number of language hours. Besides the focus on South Korea, we need more courses on the whole peninsula, its relations with its neighbors and the world, and its (dis) connection to the Korean diaspora. For this purpose, I will continue to promote cooperation with the leading universities in Korea and abroad for faculty and students exchange to create new learning and research opportunities.
Dr. Tamar (Tami) Groswald Ozery

I am currently a Post-doctoral Fellow at Harvard Law School, where I work on projects related to the rise of economic nationalism in China, the role of the legal system in China’s economic ascent, and China’s changing capacity in the global political economy. I obtained my undergraduate degrees in Law and Asian Studies from The Hebrew University and my Doctorate and Master of Laws degrees from the University of Michigan, where I was also a Michigan Law Grotius Fellow and a Graduate Affiliate with the Lieberthal-Rogel Center for Chinese Studies. Before turning to academia, I worked in legal practice and spearheaded the China Department of GKH Law Offices in Shanghai, while residing in Israel and China. Drawing on my legal work in China, my research is interdisciplinary and combines three focus areas: Chinese law, economic development, and political economy. My work explores how the relationship between law, society, and politics guides the development of economic laws and market institutions in China. For me, the PRC presents an unparalleled opportunity to question conventions in development studies and legal theories that have long been considered absolute.


During the winter term (2020-2021), I will teach a condensed course at the Department of Asian Studies. The course, “Chinese law and legal institutions,” will examine the current party-state governance system.

I am thrilled and look forward to joining the Department of Asian Studies at the Hebrew University of Jerusalem (Fall, 2021). Returning to my alma mater is an exciting personal and professional milestone!
Spotlight on Post-doctoral Fellows

Dr. Ilsoo Cho, Harvard University – Hebrew University of Jerusalem
Joint Post-Doctoral Fellow

My postdoctoral stay at the Louis Frieberg Center for East Asian studies took place after my stint as a Korea Institute fellow at Harvard University, where I also received my PhD in Korean and Japanese history. I’ve spent most of my life in the United States, and I had never been to Israel before my fellowship, but the Asian Studies Department of the Hebrew University of Jerusalem made me feel at home from the start. Faculty members, visiting scholars, and students I encountered at HUJI were kind and generous, and it was a pleasure to get to know them. I have had some delightful conversations here. I’ve also benefitted from the many activities that went on at the Asian Studies department. I research the diplomatic history of Chosŏn Korea, particularly its relationships with Qing China and Tokugawa Japan. I also work on specific issues in premodern Korea-Japan relations. I’ve twice had the opportunity to present my work to the department and receive valuable feedback. The chance to teach an undergraduate course on a topic of my choosing, Korea-Japan relations in history, was also an invaluable experience and a real pleasure as a teacher. I enjoyed working with inquisitive Hebrew University students. I also had the opportunity to present my work at an international conference in Finland, which the Frieberg Center generously supported. Unfortunately, my postdoctoral stay was disrupted by the global pandemic, which affected everyone and forced the university (and the country) to shut down in March. Despite being interrupted, my experience at the Freiberg Center proved to be exciting and supportive.

I had a fruitful time here, and will always cherish my stay in Jerusalem. I will certainly remember the world of difference I experienced in various parts of this beautiful country—including the Old City of Jerusalem, Tel Aviv, the Negev, and Acre—and look forward to coming back to the country in the future.
The Wall: People and Ecology in Medieval Mongolia and China, an ERC-funded

By Gideon Shelach

In April this year I was notified that my application to an ERC Advanced Grant had been approved. This funding, of about 2.5 million dollars, will support a five-year interdisciplinary project which combines archaeological, historical and paleo-climatic research. The focus of The Wall project is the most enigmatic episode of ‘Great Wall’ construction in China and Mongolia: a wall system located in north China and Mongolia that covers a distance of over 3,500 km. The construction of this complex system, which includes long earthen walls and accompanying ditches, auxiliary structures and roads, is dated roughly to the 10th to 13th centuries CE. However, in spite of the large amount of resources and human efforts that must have been invested in the construction of this monument, no dynasty took credit for it and it is unclear who built it, for what purposes, and how it functioned. Moreover, the location of this system, deep inside the steppe zone and far from other lines of the ‘Great Wall’, in an area that was (and still is) sparsely populated by nomadic tribes, make the construction of this wall-system even more enigmatic.

For me, this research marks a turning point in my academic career. I have conducted archaeological field projects in north China since 1994, but so far all my research has focused on prehistoric periods (the Neolithic and Bronze Ages). Starting a project on such a great historic monument, working both in China and Mongolia, and integrating large and diverse data-sets is an immense challenge. How can one study such a huge monument that extends over a vast area, covering almost the entire northern border of current-day China and the north-eastern border of Mongolia (with a small part in Russia as well)? My approach is not only interdisciplinary – combining archaeological field work and close reading of historical texts, as well as the scientific analysis of evidence on climatic conditions during the time that the wall was constructed. It is also multi-scale, analysing this monument at different resolutions: from the entire wall which my team is studying by
analysing satellite and other types of remote sensing images, to the regional scale which we are studying using drones and surveys, to the local scale addressed through archaeological and geological excavations.

With initial funding provided by the Mandel Scholion Research Center, The Louis Frieberg Chair in East Asian Studies, and the Ring Foundation, I was able to conduct two preliminary seasons of field work, which focused on remains of the northernmost section of the mediaeval wall-system, located near the northern borders of Mongolia. During the first season (summer 2018), we documented a section of the wall using drone photography and a systematic pedestrian survey. One of our most interesting discoveries during this season were clusters of large man-made enclosures, some of them rectangular and some circular, that are grouped in areas south of the wall line. In summer 2019, we returned to one of these clusters and test-excavated parts of the walls, as well as probing locations within two enclosures. The results of those excavations revealed the relatively modest dimensions of the wall itself but also the complexity of the associated structures. Our current hypothesis, which the ERC-funded project will test, is that the wall was not a military fortified border meant to stop invading armies, but rather a system that was built to monitor and perhaps stop large-scale movements of nomadic tribes, that due to climatic hardships were forced to migrate southwards.

**The research has already resulted in two publications in leading academic journals:**


**Academic Events, 2019-2020**

**Symposium and Exhibition on Taiwan's Journey to Democracy**

**By Nissim Otmazgin**

In December 9, 2019, The Central Library for the Humanities and Social Sciences hosted a one-day symposium on Taiwanese democracy, with the participation of H.E. Mr. Kuoboug Chang, Representative of Taipei Economic and Cultural Office in Israel, and the Head of the Library, Ms. Naomi Alshech. Six speakers from Taiwan and Israel discussed the current challenges to Taiwanese democracy, including the security threat posed by China and the need to develop the economy amid a growing international isolation. Profs. Yitzhak Shichor and Meron Medzini of the Hebrew University concluded the discussion by examining what they called the "historical exceptionalism" of Taiwanese and Israeli democracies, as well as the similarities and differences between them. The symposium also featured the opening of a poster exhibition documenting milestones in Taiwan's journey to democracy starting from the 19th century and reaching to the present day.

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**The Idea of Text in Buddhism**

**By Eviatar Shulman**

In December 2019, the emerging program in Buddhist Studies at HUJI (supported by the Kheyntse Foundation) and the Departments of Asian Studies and Comparative Religion had the opportunity to invite some of the world’s top scholars in Buddhist Studies to a three-day workshop on “The Idea of Text in Buddhism.” The need for the workshop was profound – scholarship in the Humanities most commonly focuses on the study of texts, from which scholars derive different types of historical or philosophical information. Thus, scholars in Buddhist Studies can ask, for example, what the Buddha taught, and consider the diverse social, political or economic realities of his day. These could be gleaned to some degree from archaeological finds (broadly, another type of text), but these types of evidence will most probably be interpreted in light of surviving written materials.

In the case of the Buddhist tradition, the amount of remaining literary materials is staggering, whether coming from the Indian (and Indic), Tibetan, or East Asian cultural spheres. Yet these texts – and we are speaking here mainly of canonical and semi-canonical, foundational religious scriptures – work in vectors clearly distinct from those that interest the historically-minded, modern scholar. They are not just depositories of information, and they did not necessarily care to depict faithfully, for example, the historical realities of the
Buddha’s day, or to record his teachings for posterity. Rather, they worked through diverse creative trajectories to shape and develop the image of the wonderful Buddha, or to contemplate his monumental figure. Moved by diverse literary and aesthetic motivations, they drew from the vast pools of local folklore and contributed back to them their own Buddhist creations, perhaps versions of well-known stories; they re-worked contemporary intuitions about magic-men and the manipulation of spiritual power; they aimed to entertain and to contribute to public performances; and, also, they were interested in preserving the Buddha’s message, driven by deep respect for the master and his religious accomplishment, thereby shaping fixed texts that were meant to be recited by diligent monks.

Thus, one cannot just assume the straightforward category of text in the study of Buddhism, in a manner that resembles the life of texts in other religious traditions (the literary dimensions of the Bible is a good case in point). Among the contributions in the workshop, Charles Hallisey of Harvard University presented the rich commentarial approach of the great Theravāda commentator Buddhaghosa, who identified infinite worlds of meaning in each and every word of the Buddha. Paul Harrison of Stanford University spoke of the stultifying practices of self-reference with early Mahāyāna Sūtra literature (primarily the Vajracchedikā or “Diamond Sūtra”), which through its careful re-use of formulaic materials enhances its transformative potential, so that the profound teaching of emptiness is revealed in a more compelling manner than through dry philosophy. Natalie Gummer of Beloit College addressed the powerful performative dimensions of Mahāyāna Sūtras, aimed at making the Buddha present, which were later echoed by the dense textual practices of Medieval Japan discussed by Yagi Morris.

Discussions in the workshop were rich and inspiring, and some of the more mature contributions will be published as a special edition of Journal of Indian Philosophy. The workshop also benefited from long reading-sessions held each morning, which were led by some of the more senior scholars in attendance.

Seven Decades of Japanese Democracy: Challenges and Strengths

By Nissim Otmazgin

In collaboration with the Israeli Association of Japanese Studies (IAJS), the Department of Asian Studies at the Hebrew University hosted in December 2019 an international conference titled Seven Decades of Japanese Democracy: Challenges and Strengths. Over 30 scholars and PhD students from Israel, Japan, Europe and the USA presented their papers on various aspects of Japan’s postwar democracy in a regional and comparative perspective, including an examination of the viability of a Japanese model of democracy. Organized by Prof. Nissim Otmazgin, the conference also included three keynotes given by Professor Kohno Masaru (Waseda University), Professor Hoshino Eiichi (University of the Ryukus), and Prof. Mary Alice Haddad (Wesleyan University).
Multilateral Dynamics between the Middle East and Asia in the Mongol Era

By Vered Shurany

The Mongol expansion across Eurasia in the 13th and 14th centuries led to exchanges of population, culture, technology, religion and institutions, to name just a few. On December 15, 2019, an international workshop “Multilateral Dynamics between the Middle East and Asia in the Mongol Era,” co-organized by Professor Michal Biran, Dr. Jonathan Brack and Ms. Vered Shurany, was held at The Hebrew University of Jerusalem. The workshop included 15 participants, half of them international guests (from Europe, the United States, Mongolia and China), and was supported by the Confucius Institute, the Asian Sphere program and the Louis Frieberg Center for East Asian Studies.

The workshop dealt with the mobility of cultures, materials, technologies, ideology, political ideas, institutions and knowledge between the Mongols, the Middle East and beyond. The presentations comprised three main themes: “Material mobilities and technologies,” “Ideology, politics, and institutions,” and “Knowledge exchange and production.” The workshop included two keynote lectures, presented by Professor Pamela Kyle Crossley of Dartmouth College, and Professor Nancy Shatzman Steinhardt of the University of Pennsylvania.

Exploring cross-regional and intercultural connections between Asia and the Middle East, the workshop included comparative studies drawing on several regions and cultures. It generated a broader discussion about the methods for, as well as the value and pitfalls of, conducting comparative studies across Mongol-dominated Eurasia and between the empire’s spheres of influence.

For details and abstracts: https://bit.ly/2BW2ecZ

EurasiaTrajeco International Conference: Empires and Intermediaries across Eurasia, 10th-19th Century

By François GIPOULOUX

Co-organized by Michal Biran, Yuri Pines and François Gipouloux, the 7th EurasiaTrajeco International Conference, “Empires, intermediaries, and interpreters across Eurasia, 10th-19th century,” was held at the Hebrew University of Jerusalem on December 18-19, 2019, under the auspices of the Centre National de la Recherche Scientifique, The Hebrew University of Jerusalem, The Louis Frieberg Center, The Confucius Institute, The Fondation de la Maison des Sciences de l’Homme-Collège d’Études Mondiales, The Ecole des Hautes Études en Sciences Sociales and the China Korea Japan Research Centre (UMR 8173). 13 papers were presented by scholars from China, France, Greece, Hong Kong, Israel, Italy, Spain, and the United Kingdom. Six previous international meetings have taken place since 2013 in Paris, Florence, Lisbon and Seville. These conferences are part of a long-term cooperation between researchers from Europe, East Asia and Israel entitled Globalization’s origins and the Great Divergence:
Trading Networks and the Trajectory of Economic Institutions, Europe-Asia, 1500-2000.

This research project proposes to undertake the first large-scale investigation of a set of economic institutions, which have been crucial to the achievement of economic development in Asia and in Europe: business partnerships, share-holding companies, maritime insurance, the bill of exchange, and sophisticated accounting methods, among others. The primary objective of this project is to identify a set of economic institutions which have played a crucial role in 16th-20th century maritime Asia and to compare them with their counterparts in Europe during the same period, while analyzing the Europe-Asia divergence. This framework provides a firm foundation for multi-faceted interactions between scholars involved in economic history, legal studies, and anthropology, in both Europe and Asia.

The 7th EurasiaTrajeco International Conference focused on the role of intermediaries in trade operations across empires. When the flow of exchanges of goods between societies of different cultures, or even different civilizations, increases, there is a natural need to use the services of mediators. The proliferation of the market economy, the heterogeneity of markets and business practices, open up a space for special expertise, exemplified by interpreters, brokers and compradores. To link producers and markets, buyers and sellers, to secure transactions, to prevent the spread of risks, three institutions stand out, whose relationships are often marked by cooperation and rivalry: brokerage; the putting out system; and guilds or, more precisely, associations of merchants. In this respect, trade in Central, East and South-East Asia was served and structured by intermediaries who offered a wide range of accredited services: guarantees, inspection of goods, product evaluation, etc. Experts in a wide range of cultures, mitigating cultural shocks, intermediaries were also able to deal with local leaders and the nobility. When do they appear? What are their functions? What relations do they maintain with the administration and the peasants who have become craftsmen in the off-season?

This conference engaged in a systematic comparison of the trajectories of economic institutions and business practices in different environments, European and Asian.

The HUJI conference highlighted how interpreters and intermediaries, often from uprooted communities but cultivating strong cultural and religious cohesion, became facilitators of transactions. The conference also focused on monitoring the legal developments through which producers and buyers build relationships, secure their transactions and prevent the spread of risk. Finally, the contributions to this conference aimed at identifying the political role of these intermediaries in the complex games played between rival empires. This conference engaged in a systematic comparison of the trajectories of economic institutions and business practices in different environments, European and Asian. The meeting sought to promote dialogue between European and Asian economic historians on working methods, the treatment of sources, the development of theoretical frameworks and the training of researchers and students, and, more generally, to address the issue of interconnected Eurasian history. Interdisciplinarity played a fundamental role here: economic and business history was mobilized, but emphasis was placed on the comparative dimension in the analysis of economic institutions in Europe and East Asia. The conference also brought together senior researchers, young scholars and doctoral students.
Army, Politics, and Society in East Asia Symposium in memory of Ellis Joffe (1934-2010)

By Yuri Pines

Ellis Joffe (1934-2010), one of the founders of Israeli Sinology and an eminent scholar of China’s People’s Liberation Army, passed away in 2010. To commemorate the tenth anniversary of his death, the Frieberg Center for East Asian Studies, the Confucius Institute, and the Department of Asian Studies co-organized the symposium “Army, Politics, and Society in East Asia” (January 7, 2020). The symposium comprised two parts. The first dealt with premodern East Asia. Yuri Pines (HUJI) analyzed the idea of the “total war” in an early Chinese philosophical text, the Book of Lord Shang. Cho Ilsoo (Harvard U. and HUJI) explored Korean historiography of military conflicts with Tang China and Japan. Vered Shurany (HUJI) explored the political and military role of the keshig (imperial guard) units in the Mongol empire. Danny Orbach (HUJI) discussed Western adventurers active in China during the Taiping Rebellion, 1860-1864.

The second panel focused on modern China and PLA studies. You Ji (Un. of Macao) presented the role of Professor Joffe as the world pioneer of PLA studies. Juliette Genevaz (IRSEM, Paris) analyzed the question of military professionalism in China. Orna Naftali (HUJI) discussed PLA propaganda and recruitment campaigns in the 21st century, whereas Yitzhak Shichor (HUJI) explored aspects of maintaining internal and external security in Xinjiang, offering comparative perspectives with Israel. The symposium highlighted the importance of analyzing the political, social, and ideological roles of the military in East Asia, past and present.

Joint Jerusalem-Heidelberg-Kyoto Universities PhD Workshop: Diasporas in Eurasia

By Nissim Otmazgin

In collaboration with the Institute of Asian and African Studies, the Faculty of Humanities, in January 26-27, 2020, we hosted a two-day PhD students’ workshop that examined the role that diasporic populations have played in transforming societies and cultures across Eurasia and the way they have provided content to what we now often refer to broadly as the “Asian region.” This joint Jerusalem-Heidelberg-Kyoto Universities workshop was both historically and contemporarily oriented, and embodied different methodologies and disciplines. Beyond its academic impact, it was an opportunity for our PhD students to present their work in an invigorating and supportive environment. Organizers: Prof. Nissim Otmazgin and Prof. Reuven Amitai.
The 7th World Association for Hallyu Studies Congress

By Nissim Otmazgin

As part of our efforts to enhance our position as a center for the study of contemporary Korea, in early December 2019, Prof. Nissim Otmazgin and Dr. Ira Lyan hosted the 7th WAHS Congress, which was the biggest academic conference on Korea ever to take place in Israel and probably in the wider Middle East as well. The focus of the event was the global diffusion of Korean popular culture, better known as Hallyu, and 40 speakers from around the world gave papers on different aspects of the transnational diffusion and acceptance of Korean popular culture abroad, and in particular, the role of fans in this process. The World Association for Hallyu Studies (WAHS) is an academic association based in Korea with global extensions in more than 20 countries. It was established in 2013 to accommodate the growing academic interest in the global spread of Hallyu and foster related dialogue between academics, industry personnel, and policy makers.

Virtual Events

Mongol Zoominar 2020

By Jonathan Brack

While Covid-19 wreaked havoc in academic plans for the winter and summer, foiling conference plans and other academic meetings, it has also popularized new technologies enabling international scholarly communities to reconnect over shared interests. Since the end of April, with the support of the Frieberg Center, we, i.e. Jonathan Brack and Michal Biran, have organized a series of meetings to connect historians of the Mongol Empire worldwide. We spent five Zoom meetings discussing works-in-progress of early to mid-career stage scholars in, and on topics of special interest. The meetings were scheduled on Fridays at 14:30 Israeli time, to accommodate both North American and East Asian participants, and indeed in most meetings we had participants from more than ten countries! Among our program’s highlights was a presentation by Professor Monica Green, a leading expert on medieval medical history and the Plague. She spoke on “The Emergence and Spread of the Plague within the Mongol Empire: The State of the Question” (June 5th). Green’s presentation considered in detail recent new the possible role that the Mongol conquests played in the dissemination of the infected fleas that caused the worse pandemic in world history. Dr Mátron Vér of Georg-August-Universität in Gottingen discussed his work on Mongolian documents and the Mongol yam (mail system) in a presentation titled “Interregional mobility in Eastern Central Asia as seen in the Old Uyghur and Middle Mongolian sources and the mid-fourteenth century crisis.” Another presenter was Dr Qiao Yang of the Max-Planck Institute in Berlin, who recently completed her PhD at the Hebrew University of Jerusalem. She focused on the Yuan Empire’s reshaping of the field of divination in “Reorganizing the Knowledge of the Future: Local State Divination Schools in Yuan China.” Our program will resume in September 2020 with exciting topics such as a round table on new perspectives on manuscript studies and the Mongol Empire.
Virtual Lectures, an Asian Studies Department committee initiative

By Jonathan Elkobi

COVID-19 hit us hard in March this year, and the pandemic arrived in Israel a few days before our second semester. “The first year of my studies is ruined,” I thought to myself, “This semester will be the worst thing that could happen to a student. We will only study via an online platform, so I won’t be able to see my friends or participate in frontal lectures.” At the time, I was already an elected representative of the Student Association, and I knew I had to do something to make this semester better for all of us. A couple of days after the new lecture system was announced, I made up my mind to try and create new platforms for the students so that we could meet and gain knowledge, which is not necessarily directly related to our courses.

I opened a think tank that would deal with both the cultural and social needs of the students during the pandemic. We started planning online events for all the students in our department. I had the idea of starting a series of bimonthly lectures by our department’s academic staff, that the students might find interesting. I saw it as the best solution for our problems, since these events and lectures could provide us with the cultural and social needs that were lacking this semester, without spending a lot of time or resources.

Our first lecture was given by Dr. Danny Orbach and dealt with Japanese mythology. It was a huge success, since almost 100 people attended. At that moment I knew we had done something right. The lectures were held every other week on Thursday from 6 to 7 PM. Although most of our academic staff was interested in helping with this project, we had only five more lectures: Dr. Rotem Geva – How is India dealing with the COVID-19 pandemic?; Dr. Orna Naftali - The empowerment and oppression of the LGBTQ community in China; Ph.D. student Hadas Kushlevitch – Tattoos in Japan; Dr. Ira Lyan – Has Korean popular culture conquered the world?; and Dr. Dan Sherer – Tokyo in the Sengoku Period.

The feedback that we got from students and staff alike was very positive. We had over 300 people attending the lectures. This project taught me that I am able to do great things to aid and promote my academic community without making use of many resources or having to be a PhD student. I just need to mobilize the community, after creating an inspiring dream.

Korea Week 2020

Gebyanes Adissu, Korean Studies Program

Korea Day and later, Korea Week, were initiated eight years ago by the Korean Studies Program at the Department of Asian Studies. The enthusiasm and hard work invested by the Program’s students on a voluntary basis have been a remarkable achievement both for the Department and for the wider public interested in Korea. This year, given the challenges that Covid-19 has brought upon the world, we were forced to cancel the event that had been planned as far back as October 2019. Yet the importance of Korea Week as a part of the Program’s identity and history inspired us to think creatively and come up with the idea of running the first Korea Week online under the theme TOP-10.

Despite all the uncertainties involved, we succeeded in uploading, during the first week of June, ten videos about ten of the most interesting, surprising, and little-known facts about Korean popular culture, language, tourism, food,
traditional music, politics, and more.

In addition to the videos, we hosted several hundred people at Zoom lecturers about E-sports and gaming in Korea and its success in the international arena with Katriel Sigala, an MA student in Korean Studies; about the Korean economy’s struggles during the Covid-19 pandemic, with Adv. Itay Kraiden, Vice-President of the Israel-Korea Chamber of Commerce; a glimpse into the fascinating world of popular culture in North Korea with Prof. Keith Howard from SOAS; a cultural reading of Bong Joon Ho’s Oscar-winning film “Parasite” with Nave Klil Hahoresh, an expert on Korean culture and traditional music; and, finally, we asked whether Korean pop culture has conquered the world, or what is common to the success of “Parasite,” BTS, “Baby Shark,” and “Gangnam Style” in a lecture by the incoming Chair of the Korean Studies Program, Dr. Ira Lyan.

While nothing can replace offline cultural festivals and face-to-face interactions, we were glad to reach a wider audience and share our knowledge and passion for Korean culture, history, and society, especially during the Covid-19 crisis. The public’s engagement and participation surpassed our highest expectations: The 10 videos garnered almost 20,000 views on Facebook and YouTube. This achievement more than motivates us to continue to promote Korea in Israel. We would like to thank all participants, the Korean Embassy for its continuous support, and the lecturers and students for their inspiring work. If you missed this year’s Korea Week, you are welcome to enjoy it on our YouTube channel.

Asian Languages Library in HUJI

By Hanoch Roniger

Three collections comprise the Asian Studies materials at the Bloomfield Library for the Humanities and Social Sciences at the Hebrew University of Jerusalem. The first is a large dedicated collection of books in Asian languages established in 2007 by Prof. Yuri Pines. The second is contained within the general collection of the library and holds many titles in Western languages pertaining to Asian history, philosophy, languages, literature and social sciences. The third is the electronic collection, which is growing rapidly. In addition to the materials purchased by the library, we have entered several international agreements in order to expand our collection. In 2017, the library joined the Window on Korea project through which each year we receive Korean-language and Korea-related materials from the National Library of Korea. To date we have received 1,751 titles (2,128 items) through this program. In 2018, we joined a similar arrangement with the National Library of China and their Window to China project. Through this program we have already obtained 238
titles (270 items). We have also reached agreements domestically, through which we received a very large collection of materials in Asian languages from the National Library of Israel. We have started processing this collection and have already added about 500 new titles from it to our collection. In addition, we have also secured several donations from various individuals, notably over 150 titles concerning archaeology in China, donated by the late Prof. Ofer Bar-Yosef and his wife Dr. Daniella Bar-Yosef; and the donations of Asian art materials from Ofer Shagan. In addition to the physical collections, we are working hard on expanding the electronic portion of our collection. During the last few years, we have shifted our acquisitions to favor electronic versions, something that has proved to be beneficial in the recent unfortunate outbreak of the pandemic. During 2019 the Library entered several EBA (Evidence Based Acquisition) agreements with a number of publishers, such as Cambridge University Press and Brill. Through these agreements we receive online access to a magnitude of materials from the publishers’ catalogs and at the end of each year choose titles for retaining perpetual access based on usage throughout the year. Hopefully we will be able to maintain these agreements in the future, as they greatly enrich the wealth of materials available to our students and researchers. The library is also currently subscribed to several Asian language databases: CHANT (Chinese Ancient Texts), CNKI (China National Knowledge Infrastructure), Siku Quanshu, Sinica Sinoweb (archive 1928-2019) and Yomidas rekishikan. Access to the databases is made possible through the generous support of the Polonsky Foundation and the Louis Frieberg Center for East-Asian Studies. We have recently also started using OpenAthens, a new tool that facilitates remote access to our various electronic collections by our students and researchers from their own personal computers. We hope that by our efforts in expanding and maintaining a rich and varied Asian collection we can support and encourage the research of Asian Studies at the Hebrew University. We wish to maintain our position as a salient global hub of knowledge.

Confucius Institute Report

By Yuri Pines

Like most other institutions worldwide, the 2019/2020 year of the Confucius Institute at the Hebrew University (CI) is sharply divided into two parts: the pre-COVID 19 and post-COVID 19 months. The first half of the academic year was full of burgeoning academic and cultural activities. As a research-oriented Institute, the CI supported a series of symposia, workshops, and seminars, including the “7th World Congress for Hallyu,” the workshop “Between the Middle East and Asia in the Mongol Era,” the Eurasia Trajeco International Conference “Empires and Intermediaries across Eurasia, 10th-19th Century,” the symposium “Army, Politics, and Society in East Asia,” and the seminar on mind and body in early Chinese thought with Professor Edward Slingerland (University of British Columbia). Since all these events are discussed separately in the newsletter I shall not focus on them here.

Parallel to these academic events, CI organized several cultural activities. The most notable of these was the Confucius Institute day on December 2, 2019. The motto of the day was “To become acquainted with China and the Chinese.” Volunteers presented Chinese calligraphy, paper-cuts, horoscope, music, food, and so forth. The day culminated with a panel of Israeli specialists who deal with Chinese incoming tourism to Israel. The panelists—Itay Fridjung, Bora Steinman, and Ehud Gimmon—explained the multiple opportunities and challenges presented by the boom in Chinese tourist groups in Israel. Another cultural event was the celebration of Chinese New Year on January 22, 2020. As it happened,
the event took place just hours before the beginning of the Wuhan lockdown, which marked the dramatic change in China’s and eventually the world’s life at the start of the Year of the Golden Rat (the gengzi 庚子 year).

Our cultural-cum-educational activities have expanded beyond the Hebrew University. The most notable is the secondary school project. Students of the China program at HUJI volunteer to lecture in secondary schools in Jerusalem and elsewhere to introduce Chinese culture to a young audience. This year, aside from its regular activities, the project involved a visit to a Rishon Letzion secondary school where volunteers, including CI co-director Professor Wang Shizhou, introduced Chinese cuisine (teaching local students to prepare baozi dumplings). School children from Jerusalem visited the Hebrew University on January 16, 2020, attending several classes and experiencing Chinese culture in a few focused workshops. Another visit (from Haifa) was planned for March 2020 but it was cancelled due to COVID 19.

The third leg of C’sI activities is support for Chinese teaching, mostly outside the university. Currently, we support three projects: a small group of students of mixed Israeli-Chinese origins who study the Chinese language under the auspices of the Israel China Friendship Society; a class at the Israel Goldstein Youth Village, for which we provide support for cultural activities; and the Chinese Language program at the Hebrew University for Youth, which is rapidly expanding, with three classes and the fourth being planned. At the Hebrew University, CI sponsors the Tandem project which pairs Israeli and Chinese students for mutual exchange of Hebrew and Chinese languages. The project is running successfully for the second year; currently it is maintained on-line. No less than 22 couples took part in the exchanges, with the majority continuing throughout the academic year.

In marked contrast to the burgeoning activity in the first term, the second was a devastating one: facing the closed university, amid the increasing COVID-19 crisis worldwide and anxious uncertainty, neither CI nor our partner organizations could offer many initiatives. Only in June, with the temporary improvement of the situation, were we able to organize one major Zoom event, namely Prof. Yuri Pines’s talk “China and the West—Toward the Great Decoupling?” (June 11). In addition, CI supported Vered Shurany’s talk at a department seminar: “The Fall of the Yuan Dynasty: Climatic Crisis and Military Failure” (June 18). Most recently, to compensate the students for the loss of the traditional summer camp in Jilin, China, we shall launch a small-scale summer course in HUJI for the first- and second-year students in late August 2020. The details of this experiment will be reported in September.

Finally, like everybody in the world, we hope that the COVID-19 crisis will peak soon and that life will start returning to normal in Fall 2020.
Asian Sphere Program continues for another 4 years!

Thanks to the support of Yad Hanadiv (The Rothschild Foundation), the Asian Sphere Program will continue for (at least) another four years.

The Asian Sphere Program offers a unique opportunity for outstanding MA and PhD students, to enroll in an interdisciplinary and inter-university graduate program (together with the University of Haifa) that deals with the Asian continent. Since its commencement, the program’s aim is to become a center for the study of Asian Studies both domestically and internationally. Over 30 graduate students from all over the world have been accepted to the program so far, and we plan to accept a similar number of students in the coming years. The program offers a large number of scholarships in addition to studies in a dynamic and exceptional environment of learning and research for graduate students. For further information, please contact Prof. Nissim Otmazgin at nissim.otmazgin@mail.huji.ac.il

Recent publications by the Frieberg Center members


*Zhou History Unearthed* offers both a novel understanding of early Chinese historiography and a fully annotated translation of *Xinian (String of Years)*, the most notable historical manuscript from the state of Chu. Yuri Pines elucidates the importance of *Xinian* and other recently discovered texts for our understanding of history writing in Zhou China (1046–255 BCE).


*The Literati Path* explores the life and teachings of the Ming author and alchemist Lu Xixing (1520-1601), who embodied the literati tradition of self-cultivation, learning internal alchemy from books and through spirit-writing seances with Lü Dongbin and other immortals. After presenting his biography, the book expounds the cosmological doctrines at the foundation of internal alchemy then moves on to describe just how the practice serves to overcome destiny, modeling techniques on biological gestation and creating a new being deep within. It explains major alchemical concepts as applied by Lu Xixing and systematically describes his path to immortality, all the while questioning the validity of his reputation as a sexual alchemist.


*Along the Silk Roads in Mongol Eurasia* reveals the individual stories of three key groups of people—military commanders, merchants, and intellectuals—from across Eurasia. These annotated biographies bring to the fore a compelling picture of the Mongol Empire (1206-1368) from a wide range of historical sources in multiple languages, illustrating the scale, diversity, and creativity of the cross-cultural exchange along the continental and maritime Silk Roads.


Like every major culture, Chinese has its set of “keywords”: pivotal terms of political, ethical, literary and philosophical discourse. Tracing the origins, development, polysemy, and usages of keywords is one of the best ways to chart cultural and historical changes. This volume analyzes some of these keywords from different disciplinary and temporal perspectives, offering a new integrative study of their semantic richness, development trajectory, and distinct usages in Chinese culture.


Based on a workshop at Dōshisha University, Kyoto, in 2017, this volume aims to set out an emerging agenda for the study of creativity in the cultural and media industries. With a few chapters featuring case studies from Asian contexts, the purpose of this volume is to broaden scholars’ analytical perspective by placing the creative industries in frameworks that compare and contrast them with other kinds of entities, organizations, and social forms that mix creativity and production.

Forthcoming Events

International workshop:
Empires and Elites, Munich

The workshop will be the third leg of the project **Comparative Studies in Imperial History**, organized by Michal Biran, Yuri Pines, Johannes Preiser-Kapeller, Karen Radner and Jörg Rupke. The project, initiated by Biran and Pines in 2015, aims to systematically compare major imperial formations in pre-nineteenth century Eurasia along a common set of questions. The first two workshops dealt with **The Spatial Dimensions of Empires** and **Empires and Religions**, and their proceedings are due to be published by Cambridge University Press. The third workshop, funded by the **Thyssen Foundation**, will explore different modes of imperial control over divergent populations and diverse modes of interaction between the imperial regimes and a variety of local elites, running from full integration to segmentation. For more information, see [here](https://www.youtube.com/channel/UC4djqBOoamPVKSleUqBVCVw/featured).

International conference:
Animals and Human Society in the Sinitic World

The Israeli Institute of Advanced Studies, The Hebrew University During the second semester of 2020-21 the Jerusalem Institute for Advanced Study will host an international research group examining the diverse roles that animals – real and metaphorical – have played in Chinese history, society, and culture ([https://iias.huji.ac.il/animals-and-human-society-sinitic-world](https://iias.huji.ac.il/animals-and-human-society-sinitic-world)). The group is organized by Prof. Gideon Shelach Lavi (The Hebrew University of Jerusalem) and Prof. Nir Avieli (Ben-Gurion University of the Negev) and it features a diverse group of scholars from Israel, China, Vietnam, France and the USA. The group will hold a weekly seminar that will be open to the public (on Mondays from 11:00 to 12:30). To conclude the group’s activities we will organizing an international conference that will feature, in addition to the group members, a number of internationally acclaimed scholars in diverse fields such as Chinese history and archaeology, anthropology, zoology, and religion studies. The conference, titled "Animals and Human Society in the Sinitic World," will be held from May 30 to June 4, 2021, at the Institute for Advanced Studies, on the Safra Campus, Givat Ram, Jerusalem. Detailed information will be published during the second semester.

The Frieberg Center invites you to visit the new Asia Studies department YouTube channel and receive new information about the department’s activities [https://www.youtube.com/channel/UC4djqBOoamPVKSleUqBVCVw/featured](https://www.youtube.com/channel/UC4djqBOoamPVKSleUqBVCVw/featured)

Fellowship Announcement

The Louis Frieberg Center for East Asian Studies offers post-doctoral fellowships for the 2020-2021 academic year. 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 - [https://eacenter.huji.ac.il/news/louis-frieberg-post-doctoral-fellowships-2020-2021-academic-year](https://eacenter.huji.ac.il/news/louis-frieberg-post-doctoral-fellowships-2020-2021-academic-year)
## List of Events: 2019-20

### October 2019
- **30/10** - Lecture by Nissim Otmazgin: *Regions, Sub-Regions and Regionalism in East Asia*

### November 2019
- **27/11** - Lecture by Seema Alavi: *Indian Muslims in the Age of Empire*

### December 2019
- **1/12** - Conference: *The 7th World Congress for Hallyu*
- **8-11/12** - Workshop: *Kokuji Shodo (Japanese calligraphy)*
- **9/12** - Exhibition: *Taiwan’s Journey to Democracy*
- **10-12/12** - Conference: *The Idea of Text in Buddhism*
- **13/12** - Conference: *Seven Decades of Japanese Democracy: Challenges and Strengths*
- **15/12** - Workshop: *Multilateral Dynamics between the Middle East and Asia in the Mongol Era.*
- **16/12** - Lecture by Bo Zhiyue: *Selection of Local Leaders in China: Meritocracy or Personal Connections*
- **16/12** - Lecture by Bo Zhiyue: *China’s Elite Politics in the New Era of Xi Jinping*
- **16-18/12** - The 7th EurasiaTrajeco International Conference: *Empires and Intermediaries across Eurasia, 16th – 19th Century*
- **22/12** - Lecture by Irina Lian: *From Imitation to Innovation: Branding South Korea after Technological theft*

### January 2020
- **7/1** - Symposium in memoriam of Ellis Joffe: *Army, Politics and Society in East Asia*
- **22/1** - Lecture by Edward Slingerland: *Body and Mind in Early China: Embodied Cognition, Digital Humanities, and the Project of Comparative Philosophy*
- **26-27/1** - PhD Students’ Workshop with the University of Heidelberg: *Diasporas in Asia*

### April 2020
- **23/4** - Online Lecture by Danny Orbach: *Japanese Mythology and Bewitched Animals*
- **24/4** - Mongol Zoominar by Jonathan Brack: *From Chakravartins to Lords of Auspicious Conjunction: The Radical Ethicization of Chinggisid Auspiciousness*

### May 2020
- **7/5** - Online Lecture by Rotem Geva: *How India is Coping with Covid-19*
- **11/5** - Online Lecture by Orna Naftali: *The Empowerment and Oppression of the LGBTQ Community in China*
- **15/5** - Mongol Zoominar by Ishayahu Landa, *Uniting “the People of Nine Tongues”: Stone, Paper and Metal Usage in the Service of the Mongol Imperial Culture*

### June 2020
- **3/6** - Online Lecture by Keith Howard: *Songs for the “Great Leaders”: Music and Ideology in North Korea*
- **4/6** - Online Lecture by Ira Lyan: *Has Korean Popular Culture Conquered the World?*
- **5/6** - Mongol Zoominar by Monica Green: *The Emergence and Spread of Plague within the Mongol Empire: The State of the Question.*
- **11/6** - Online Lecture by Yuri Pines: *China and the West: Towards the Great Divergence?*
- **18/6** - Online Lecture by Vered Shurany: *The Fall of the Yuan and the 14th Century Crisis: Between Climate Change and Military Collapse*
- **18/6** - Online Lecture by Dan Sherer: *Tokyo in the Sengoku Period*
- **26/6** - Mongol Zoominar by Qiao Yang: *From Shared Expertise to Monopolized Knowledge: Local State Divination Schools in Yuan China*

### July 2020
- **10/7** - Mongol Zoominar by Márton Vér: *Interregional Mobility in Eastern Central Asia as Seen in the Old Uyghur and Middle Mongolian Sources and the Mid-Fourteenth Century Crisis*