

Agency for Cultural Affairs, Japan

“About the Future Promotion of International Cultural Exchange”

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Commissioner’s Advisory Group on International Cultural Exchange

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Chapter 1 International Cultural Exchange - Why Now?

1. Changes in International Society

International society is currently going through a period of dramatic change. With the transition from industrial to post-industrial society and the advent of an information-intensive society, the international milieu of the 21st century promises to be essentially different from that of the 20th century. As early as the 1970s, a marked interdependency in economic relationships was taking root among the countries of world. The thrust of this trend will surely increase, and along with it an exacerbation of already severe global issues, such as environment degradation. Concurrently, the rapid progress being made in the development of transport and communication systems will allow increasingly more people, goods, money and information to move across national borders.

Concomitant with these trends, people's lives and cultures are also undergoing significant alteration. The wave of so-called "globalization"⁽ⁱ⁾ is rapidly exerting a homogenizing effect on life styles and cultures around the world. The extent to which this is occurring is so overwhelming as to place in doubt the sustainability of the world's various cultures. Such trends are not, however, without a silver lining in that they can reawaken and sharpen people's interest in their own culture and ethnicity. If taken to extremes, however, they can also become the cause of religiously and ethnically ignited conflicts of a type currently seen in many regions of the world today.

The 21st century promises to be one accentuated by international culture. To avoid clashes of civilizations⁽ⁱⁱ⁾ in it, we will need to work to advance mutual understanding through cultural exchange and to achieve harmony and coexistence among the world's diverse cultures.

2. Positive Contributions to International Society

Amidst a climate of waxing interdependence within the international community, Japan's economic strength has waned relative to what it had been in the latter part of the 20th century. At the same time, however, Japan enjoys a richly diverse and highly appealing culture, one imbued with the fruits, absorbed and polished over time, of its long history of engagement in international cultural exchange. Up till now, Japan has labored to make itself a culturally endowed nation. In the future, however, Japan will, in response to demands of international society, need to strengthen its efforts to disseminate its culture, while making international contributions to culture throughout the world.

As a knowledge-based society develops, economic activities are themselves becoming increasingly dependent on culture. By fostering an even richer domestic culture through its international cultural exchange activities, Japan will be better positioned to contribute to the creation of new values in global society. Making a transition from "hard" (e.g., goods) to "soft" (e.g., culture) modes of exchange, it is time for Japan to vigorously enhance its international cultural contributions.

In 21st century society, the key to influencing other countries will not be a nation's military might but rather its "soft power," namely, the appeal of its life style and culture. As a nation having this kind of cultural appeal, Japan should make its international contributions through exchanges that give full expression to the aforesaid 21st century mode of "soft power."

3. Vitalizing Japanese Society through Internationalization

Opportunities for the Japanese to come in contact with different peoples, cultural elements, and information genres are dramatically increasing as a result of deepening interdependence, information technology proliferation, mass participation in overseas travel, and cultural pluralization within Japan itself. Advantage should be taken of this situation to build a more attractive society - one that is enriched by greater cultural plurality; that enables the Japanese people

to gain a better knowledge of their own culture and values, while understanding and appreciating those of others; and that ultimately fosters coexistence based upon respect for mutual differences.

As Japan becomes encumbered with difficult socioeconomic issues, individual Japanese are apt to become increasingly more inward-looking. At the same time, cultural activities innervated through international exchange have the potential to vitalize the Japanese economy by transforming it into a knowledge/information-based one. By providing ample opportunities for Japan's youth to experience international cultural exchange, it should be possible to foster future generations of people with wide, outward-looking perspectives who can supply the source of Japan's "soft power" in the years ahead. In this manner, international cultural exchange can be expected to help revitalize Japanese society.

4. Time Is Ripe for Japan to Disseminate Its Culture to the World

From days of yore, culture has been modified through exchanges between peoples. While doing its part to advance international cultural exchange, Japan must also endeavor to retain its own culture. It has been through such a seemingly contradictory process that culture has developed. Nevertheless, the current wave of "modernization," or spread of modern Western culture, is pulling at and altering the cultural fabric of each country. This trend, termed "globalization" in the latter years of the 20th century, is now being met in many quarters with ardent resistance. It was, in fact, at a juncture between the emergence of these conflicting directions that the 9-11 incident⁽ⁱⁱⁱ⁾ occurred in 2001.

Culture is the formula by which people live within various spatio-temporal dimensions. Accordingly, culture is as destined to change as it is to be pluralistic within international society. Amidst a tug-of-war between cultural change spurred by deepening international interdependence and people's desire to maintain their own cultural heritage, there is a growing need to conduct international cultural exchanges of a kind that can enhance people's life styles in a culturally rich, peaceful, and pluralistic manner. The operative concept in carrying out such exchanges must be "respect for cultural diversity."

Looking back, the period just after the war, when Japan was left with almost nothing, was one of heightened national vigor as the Japanese people tackled the situation at hand with a strong sense of aspiration and purpose. Such vigor, however, appears now to be waning in Japan. To counter this trend, it will be vital to foster self-awareness among the Japanese of the expanding role Japan can play within international society. In this pursuit, new forms of international cultural exchange, based on heightened goals to contribute to the development of international society, must be developed.

By taking the lead in this form of international cultural exchange, Japan can transmit to the world a message of peace - one that declares "Now, as never before, is the time for cultural exchange among nations."

Chapter 2 International Cultural Exchange - Present State and Future Issues

1. International Cultural Exchange - Its Vicissitudes and Present State

What course did Japan's international cultural exchange take in the postwar period, and what is its present state? In seeking pointers for new forms of international cultural exchange, we first need to glance back at the transitions that have occurred along Japan's postwar path of international cultural exchange and, then, to take a look at where it stands today.

- (1) Up till the 1960s, Japan, which had lost the war and gone through a period of occupation, was working to restore its place within an international society revolving around the US and Europe. It was a period of dramatic economic reconstruction for Japan. As for international cultural exchange during this period, Japan adopted a strong policy to introduce Japanese culture to the West. With Western culture also being introduced to Japan, cultural exchange was mainly educational in nature and carried out mostly by government agencies.
- (2) In the period from the 1970s through the 1980s, exchange with Asian countries flourished, leading to further and multifaceted internationalization of Japanese society. It was a time when trust in Japan as a member of the international community had been restored, and when Japan's body politic and economy were recognized to have become part of the international system of interdependence. Amidst these conditions, the Japan Foundation was established in 1972 out of an elevated awareness in the importance of international cultural exchange. The same period saw a surge in international exchange activities by local governments as well as by civil and grassroots organizations. Promoting mutual understanding through people-to-people exchanges became the task at hand. A "culture" of cultural exchange began to evolve along with signs of cultural expansion in a context that enveloped people's everyday lives.

- (3) With the collapse of the Cold War system in the 1990s, countries became actively engaged in international exchange on a global scale. Transcending the framework of exchanges to foster friendly relations between peoples on a nation-to-nation level, contact by individuals with different cultures became a frequent, everyday phenomenon. In this process, the perception grew of the need to foster mutual understanding through international exchanges among individual citizens. In 1990, the ASEAN Cultural Center was set up within the Japan Foundation (called the Asia Center since 1995); and in 1991, the Center for Global Partnership was established to promote collaboration with the US. The establishment of these centers was not only a reaffirmation of the weight placed in Japanese policy on these two regions, but it gave way to a paradigm shift to intellectual and citizen-level exchanges on shared issues within international society. The implementation of such joint activities transcended national borders while overarching partitions dividing the governmental, business, bureaucratic, academic and non-governmental sectors. This gave rise to an even wider shift from bilateral to multilateral exchanges. Of particular significance was the broad recognition given to the importance of international cultural exchange and cooperation activities carried out by NGOs.
- (4) Along this path of international cultural exchange, with its evolving objectives, approaches, actors and basic concepts over the half century following the war, Japan has achieved considerable progress. Nevertheless, the world around Japan, having undergone radical changes in recent years, is fraught with challenges that cannot be met through an inertial continuation of past ideas and practices. We have entered an era that demands new strategies and concepts in international cultural exchange.

2. Issues Along the Path Ahead in International Cultural Exchange

Given the conditions prevailing at present, Japan should bear the following points in mind when planning and conducting its international cultural exchanges.

(1) Expanding the objects of international cultural exchange

Note should be taken of the fact that many countries are now applying a wide range of culture, from traditional to contemporary, to their menu of international cultural exchange activities. Up till now, the main purpose of exchanges directed overseas has been to actively introduce Japan's most representative art and cultural elements, while inviting cognoscenti from abroad has been focused on deepening the Japanese' knowledge and understanding of foreign cultures. Exchanges in a variety of art and culture fields are mainly being carried out by the artists and performers themselves and by their supports or patrons. The spotlight this approach has placed on oriental and Japanese tradition has born fruit in promoting an international understanding of Japanese culture, the strength of which is not likely to wane. On the other hand, it will be necessary from now on to put more effort into the wide introduction of contemporary Japanese culture. Needless to say, steps should be taken to ensure that the recipient of Japan's international exchange does not form a homogeneous or stereotyped perception of Japanese culture, whether it be traditional or modern. That the objects of international cultural exchange are expanding is a matter that needs to be addressed.

(2) Reconsidering cultural instruments

A re-questioning is taking place of what has been the internationally recognized disposition of art and of cultural facilities. For example, reconsideration is being given to what has been taken for granted as the natural use of museums and art museums. Namely, that their operations are too tied to tradition and lack creativity and innovation; that they should not be maintained as just physical facilities, but should function in such a way as to serve as hubs for international cultural exchange.

(3) Local culture - Its inherent characteristics and international recognition

Each local culture has its own distinctive characteristics. As such, effort to preserve local cultures as valuable shared assets of global society will take on increasing weight in the years ahead. It cannot be denied, however, that gaining world recognition of local cultural properties risks altering their essential nature. Another issue will be how to gain international recognition of local cultural properties when using them in international exchanges, which will require giving expression to the universality that underlies their characteristics.

(4) Information society - Its positive and negative sides

Wide attention is being focused upon the proliferating coverage given by the print and television media to everyday life and culture. As in the past, however, there is a tendency to ascribe a stereotypical image to some countries and cultures. Adding a new dimension to this situation is the diffusion of telecommunication technology into people's daily lives, which is causing a major shift in both the scale and character of international cultural exchange. While the Internet is dramatically enhancing the ability of people to communicate with each other across national borders, it also allows huge volumes of often anonymous electronic data to easily flood across the same borders. In promoting international cultural exchange, it will, therefore, be necessary to grasp and cope with the fact that info-telecommunication technology has not only a positive but also a negative side.

3. Japanese Culture and Future of International Cultural Exchange

Having taken a brief look back over the changes that Japan's postwar international cultural exchange has gone through to date, we turn to an examination of the current issues surrounding culture and cultural exchange. Taking these changes and issues together, the following points surface as being particularly germane to Japan's culture and international cultural exchange in the future.

(1) Providing highly focused response to demands for Japanese culture

Trying to impose Japanese culture on countries that do not have a demand for it invites a reverse effect. First surveying the demand on the receiving side, it will be necessary to tailor Japan's cultural exchange approach to the conditions of each country and region.

When inviting foreigners to Japan, trying to impress them with Japan's goodwill, even when done unconsciously, will impede exchange. When associating with foreigners or people from other cultures, a flexible posture should be assumed - one that responds to their specific needs. Not only will it be important for individual Japanese to foster such a posture, but it should also be the stance upon which the Japanese government conducts its international exchanges.

(2) Introducing Japan as it is

In conducting international cultural exchange, it is important to introduce Japan to visitors who come from afar as it really is - that is, to devise ways for them to experience firsthand everyday life in Japan. To do so, however, will require we Japanese to discover new value in our life style and culture.

It will also be desirable for us to devise ways to have foreign visitors experience the traditional culture that remains in Japan's local communities. Some success has already been achieved with experiments in this area, such as in promoting traditional village culture (*satoyama bunka*). Unless, however, each of us embraces a curiosity for Japanese culture, it goes without saying that we will not be able to communicate it to people of other countries.

(3) Need to reconsider the image of Japanese culture

A narrative on the uniqueness of Japanese culture has been thriving from the late Meiji period to the present-day *nihonjin-ron* dialogue. It tends to paint a picture of how distinct we are by contrasting Japan with the West and countries of Asia. On the stage of international cultural exchange as well, there is, it should be noted, a tendency to put on productions that emphasize differences between the Japanese and others while exaggerating the peculiarity of our culture.

Foreigners should be given an accurate portrayal of Japanese culture; ready-made, patented answers and explanations will not serve the purpose of international cultural exchange. What should be conveyed about Japanese culture is not that it is essentially immutable or everlasting. This even goes for such examples as Japanese farming culture being in harmony with nature or the Japanese sense of refinement being epitomized by such aesthetic values as *wabi* and *sabi*. Looking back over Japan's history, Japanese culture, buttressed as it is by the natural environment of the archipelago, has developed through contact with other cultural spheres and a process of assimilating, digesting and adapting those cultures, which gives it a layered configuration.

Looking to the future, Japanese culture should be fostered through exchange with others - always within an interactive context. As culture is variable, it includes elements that defy prediction.

(4) Reconsidering the bearers of Japanese culture

There is a need to rethink the notion that the Japanese are the only bearers of Japanese culture. We should assume a posture that culture incubated in Japan is the shared property of people in the wider world. This goes for the tea ceremony, flower arranging and other everyday elements of Japanese culture as well as for *judo*, *karate*, *aikido* and other martial arts, all of which enjoy a large number of admirers and practitioners throughout the world. With such fields as Japan's traditional performing arts, including *noh*, *kyogen* and *kabuki*, or its traditional music, including *koto* and *shamisen*, there are not only foreigners who admire and understand them, but also many who research them as well. Many people come to Japan to learn these arts, and not a few Japanese go abroad to teach them. It will be necessary to create an environment in which all people who cross Japan's borders to participate in cultural activities are considered to be the bearers of Japanese culture irrespective of their nationality.

(5) Enhancing Japanese language education for foreigners

To promote better international understanding of Japanese culture, it will be necessary to have people of other countries experience it through the medium of Japanese language. To this end, Japanese language education needs to be enhanced and expanded so as to effectively meet the needs of an increasing number of people studying it around the world. Doing so will be a crucial challenge.

When teaching other people Japanese language, the goal should not be to have them acquire the same values or linguistic customs as the Japanese possess, but rather, by fostering an awareness of mutual differences in these respects, opportunities should be provided for them to deepen their understanding of Japanese culture by observing it from various perspectives.

Japanese language education provides a vehicle for broader and deeper intellectual activities between the Japanese and peoples of other countries. In the future, therefore, it will serve more and more as a cornerstone of Japan's international cultural exchange.

Chapter 3 Concept and Purpose of International Cultural Exchange

In this chapter, we will consider anew what the concept and purpose of international cultural exchange should be in the 21st century. This process will yield pointers in identifying the future direction of Japan's international cultural exchange as well as in framing a concrete policy proposal.

1. International Peace and Freedom through Mutual Cultural Understanding

The first function of international cultural exchange must be to realize a peaceful and free international society through the advancement of mutual cultural understanding.

(1) Realizing world peace through the preservation of cultural plurality

The globalization of information flows and economic activities has been accompanied by ethnic and religious strife of such an intensity to be connotative of the term “conflict of civilizations.” At the same time, the cessation of the East-West Cold War has given rise in various quarters of the world to regional and cultural movements that transcend the boundaries of traditional nation states.

Within this milieu, the special characteristic of Japanese culture is its considerable potential for accommodating cultural diversity. From ancient times, Japanese society has borrowed various elements of foreign culture and shaped them into its own cultural mosaics. Japanese society can be said to rest upon a “hollow-centered structure,”^(iv) one which has no almighty authority or exclusionary values at its core. As such, it is able to embrace, in a well-balanced manner, diverse cultures; that is, it can and has functioned as a space for cultural plurality. Giving expression to the special characteristics of its land and people, a mission that Japan can perform with confidence in the 21st century is to serve as a “theater” or “museum” of the world's cultural diversity.

If we are to pass a vibrant global environment on to succeeding generations, preserving the world's biodiversity will be imperative. In the same vein, it will not be possible to sustain vibrant human civilization without the existence of countries with diverse historical memories, religious perceptions and value concepts. Maintaining such cultural diversity is predicated upon amity and goodwill within an open, free global society. Doing so must be the guiding principle of Japan as a culturally endowed nation. Accordingly, it will be incumbent on Japan to carry out its international cultural exchanges in such a way as to contribute to world order and security. In this process, Japan's philosophy of peace will become widely known.

(2) Promoting mutual understanding through widely defined international cultural exchange that extends to individual life styles

The elements of culture being transacted in today's intellectual, academic and civic modes of international exchange, having as they do universal value, transcend the narrow definition of art and culture. Attention must be given to the ever-expanding sphere of culture embodied in international exchanges.

Such cultural expansion can be seen in the following examples. Economic prosperity has produced a cultural cornucopia - one that allows Japanese people to enjoy ethnic cuisine from virtually every corner of the world, not to mention youth fashion that is so outlandish as to appear chaotic at first glance. Such food and dress elements of daily life, not to mention movies, comics, animation and other forms of media art^(v) and pop music, are all culture, as are the wisdom and experience accrued in each society. Retooling international cultural exchange so as to transmit this wider spectrum of cultural components will be necessary if it is to play an instrumental role in sustaining and advancing cultural diversity.

Japan is already a powerful transmitter of popular culture, media art and pop music. This can be witnessed in the significant number of researchers and students who are coming to Japan to study the source and arena of *manga* and video games. However, cultural exchange should not be unidirectional; to promote relationships of mutual trust, it will be necessary to understand the culture of the receiving country in such exchanges.

2. Increasing Japan's Familiarity and Elevating Its Presence within International Society

Through international cultural exchange, the peoples of the world can gain a greater sense of familiarity with Japan, which will, in turn, elevate the presence of Japan and the Japanese within the global community.

(1) Enhancing a sense of intimacy toward Japan by transmitting a highly inclusive culture

What will best dispel biases and misunderstandings about Japan and the Japanese is wide international cultural exchange that, transcending narrowly defined traditional culture, includes popular culture, media art and even the content of everyday life in Japanese society. One of the reasons that so few people travel to Japan is that information generated from Japan is concentrated on politics, economics and current events, which is pointed out as giving people of other countries an impression of Japan being “distant, aloof, and inscrutable.” On the other hand, Japanese animation, which is rich in diversity and trans-border motility, is regularly shown in many countries virtually without any awareness by the viewer of it being “made in Japan.” This testifies to the ability of Japanese culture to incorporate and comprise a diverse range of elements. By vigorously conveying this message, an image can be fostered of Japan as a nation that emits a culture capable of accepting and embracing diversity. In fact, the great majority of the people who do visit Japan speak of it with a considerable sense of intimacy, saying that it is a kind, safe and clean country. It will be necessary for us to widely convey what it is about Japan that underscores such perceptions - be it our thinking, sensitivities and sentiments, our relationship with nature, our life philosophy, our congeniality, or other attributes.

(2) Toward an attractive nation that values culture

Another reason that can be pointed to for the declining number of visitors to Japan is the loss of what has been the wellspring of Japan's charm, namely, the ongoing destruction of its natural and artificial scenery through rampant development and unruly building. We must be mindful of the value of the scenic beauty of Japan's rural and urban environments, underscored as they are by their natural, historical and traditional settings, as they are symbolic of the Japanese culture's unique charm.

In presenting Japan as a nation that values culture - that is, as a nation that embraces cultural diversity - it will be necessary to create a higher perception of Japan's presence within the international community both in terms of its culture and economy by promoting an greater influx of people and capital. Concomitantly, we will need to improve the attractiveness of Japan's core cultural exchange institutions and facilities, including its universities, theaters, museums and cultural halls. Moreover, to enhance the productivity of such facilities, new urban planning and beautification schemes will need to be advanced in cooperation with them. Concretely, urban development should be carried out in such a way as to ensure that scenic spots and cultural facilities are established in harmony with nature. Consideration should also be given to the dispersion of research facilities within municipalities, the setting up of international student communities, and the taking of other measures conducive to developing towns and cities that weave art and science into the fabric of their residents' daily life.

3. Development of Art and Culture

Advancing international cultural exchange will require developing within Japan its core elements - namely, “art and culture.”

(1) Creating new artistic and cultural values through the advancement of international exchange

To develop a better understanding of other cultures, it will be necessary to foster connoisseurs of those cultures within Japan. This can be accomplished by such means as artistic contests and reciprocal exchanges, which have yielded valuable fruits, or artistic exchanges, which denote friendly international relations and have a symbolic meaning on par with international sporting events. To improve the quality of exchange activities with counterpart countries, Japanese artists and troupes must obtain high international acclaim across a wide span of fields including literature, music, visual arts, theater, dance and cinema. As with academics and sports, there must be ceaseless competition and exchange in these arts as well. To that end, more vigorous programs for inviting and dispatching artists are needed.

Giving expression to the nation’s geographical location and its capacity to embrace widely diverse cultural elements, it is incumbent upon Japan to work aggressively to provide artists and troupes of countries with different cultural backgrounds opportunities to engage with their counterparts in Japan and conduct joint activities. As a country blessed with what is essentially a fusion of East-West civilizations, Japan’s first step in making international cultural contributions should be to promote cross-cultural encounters and provide platforms for jointly conducting creative activities. This, it dare be said is an obligation bequeathed to Japan by the unique history of its civilization.

(2) Preservation and utilization of humanity's cultural properties

Both in terms of the need to sustain cultural diversity and our desire to be “a nation of people who value culture,” Japan must, using the advanced technologies at its disposal, cooperate actively in efforts to preserve and restore cultural properties. As these properties are symbols of the spirit and culture of each nation and people, maintaining their diversity is also important from the viewpoint of safeguarding the valuable heritage they represent for humankind.

We need to apply a broader definition of what comprises cultural properties than we have used in the past. UNESCO, for example, advocates the preservation of both tangible and intangible cultural properties. In the same way as zoos are being transformed from places where rare animals are displayed to places that function to preserve biodiversity, a change of concept is also needed with regard to cultural properties - from one whereby these properties are preserved and appreciated as things of value to one whereby human coexistence is sustained through strategies to preserve cultural diversity.

The cultural properties of other countries must also be preserved from a perspective of maintaining cultural diversity. That doing so is needed to preserve humankind's own heritage should be stressed. For such a concept asseverated by Japan to penetrate the international community will first require the Japanese to seek out a wide body of related knowledge from among the world's countries and amass experience in conducting highly focused, mutual exchanges. The public at large must also understand the importance of cultural diversity and, while placing value on economic efficiency, support its preservation. Particularly in preserving the cultural assets of developing countries, economic conflicts of interest often arise among the local people. In such cases, support will need to be given to creating an environment in which such issues can be resolved autonomously by the country itself.

For this purpose, facilities capable of providing an international response to requirements for the preservation and restoration of cultural property need to be quickly established, as do systems for training personnel in Japan. Concurrently, training programs for overseas technicians will need to be expanded. Long-term support will particularly need to be provided to sustain the work of technicians engaged in cultural property preservation in developing countries. For example, systems should be devised to allow technicians who receive training in Japan to spread their acquired knowledge and tools within their respective countries.

In addition to establishing an international cooperative system for preserving and restoring cultural properties, as a means of humanitarian assistance at times of accidents, disasters or wars, so-called “cultural property rescue” activities should be vigorously promoted to curb and prevent damage to cultural properties under such conditions. Through such activities, Japan can demonstrate to the international community its zest and commitment for cultural property preservation. As protecting cultural properties equates to protecting the viability of humanity itself, related activities should be carried out in conjunction with improving the condition of the local people’s lives. For this purpose, a comprehensive support system is needed - one that goes beyond mere preservation and restoration work.

4. Seeking a New Recognition of Japanese Culture

International cultural exchange is also an activity through which Japanese gain renewed recognition of our own culture. It offers an opportunity to learn through the eyes of others our own good points.

(1) Rediscovering and re-appraising Japanese culture

International cultural exchange not only offers a chance to deepen mutual understanding, but also constitutes a valuable opportunity to deepen our own

understanding of ourselves. Taking the Meiji Period for example, many foreigners were employed in Japan to contribute to the country's modernization process. Beyond bringing Western technology and knowledge to Japan, many, such as Ernest Fenollosa^(vi) in the area of art and Lafcadio Hearn^(vii) in that of literature, appraised Japanese culture from different cultural perspectives, giving birth to innumerable cultural properties. Receiving such appraisal by non-Japanese can shine new light on Japanese culture, allowing us to find even richer meaning in our cultural undertakings.

Traditional arts, crafts, village festivals and other customs, even traditional farming culture, are quickly disappearing in Japan's local communities. These elements are not only valued by the Japanese but also by people from other countries as being an intimate part of Japan's spiritual and cultural essence. We Japanese need to rediscover many of these elements as vestiges of wisdom passed down through generations of our forefathers. In this light, international cultural exchange should be extended to Japan's local and agrarian culture, thus serving as one instrument for maintaining Japan's own unique cultural diversity.

(2) Need to improve ability of individual Japanese to communicate with the world

It is often the case that we first discover things within ourselves through the experience of trying to explain them to others. In Japan, where English is touted as being the second official language, language study has hit a high pitch. Let alone English, most Japanese are not yet sufficiently prepared to carry out international dialogues in their own language. Various problems have been pointed out with regard to the language, communication, and writing skills of the Japanese. The sort of language proficiencies required in the coming period will need to be acquired through lifelong study.

To spur international cultural exchange at the grassroots level will require each of us to be knowledgeable about the culture around us and to possess a desire to share it with others. Take the environmental issue for example, international

dialogue on the political level is of course important; there is a need, at the same time, for us to reconsider our everyday life culture in an environmental context. We will, that is, need to discover how to talk about Japanese culture based on our own experience of living in harmony with nature. Our firsthand experiences should, in this way, provide us with an abundance of subject matter to use in cultural dialogues.

5. Toward the Comprehensive Promotion of an International Cultural Exchange Policy

As touched upon above, international cultural exchange will become increasingly important in strengthening mutual understanding among diverse cultures within a turbulent global climate and in realizing the kind of international peace and freedom that enriches people's lives. Japan is expected to take the lead in moving this process forward. To this end, there are activities already afoot that Japan must continue to pursue and strengthen, while there are still many issues to the solution of which Japan must apply its originality and innovation. In tackling such issues, it will be important to maintain a division of labor between the public and private sectors and the various actors involved, while at the same time increasing liaison and collaboration among them.

Cultural plurality and coexistence is premised upon various actors being able to pursue international cultural exchange in their respective spheres. For Japan to open new vistas of international cultural exchange as the world embarks upon a new era, it will need to establish, and comprehensively pursue, a long-term policy that encompasses its entire society. Both in establishing and implementing such a policy, the role of the government is sure to be a significant one.

Chapter 4 Policy for Promotion International Cultural Exchange

Seated in the basic perceptions, present conditions, prevailing issues, and concepts and objectives of international cultural exchange described in the previous chapters, a concrete policy must be established for comprehensively and systematically disseminating Japan's attractive culture abroad and for aggressively promoting international cultural exchange. The infrastructure for such an international cultural exchange policy should be laid in the basic directions outlined in this chapter. In going about this, a broad convergence of private and public capabilities will be needed, as will collaboration among government entities, particularly the Agency of Cultural Affairs, Ministry of Foreign Affairs, and the Japan Foundation.

1. Basic Direction of Infrastructure Building

(1) Increasing resource investment in international cultural exchange

The 21st century has ushered in an era in which, even more than before, each country must draw upon its attractive features in interacting with others. This makes it all the more important for Japan to convey its cultural attractiveness while promoting people-to-people exchanges. In this context, a renewed awareness is needed of government's role in promoting international cultural exchange.

Moreover, by its very nature, international cultural exchange does not in large part lend itself to implementation solely by virtue of market mechanisms. To both initiate and sustain such activities, the support of government is essential. Even exchanges with advanced countries, whether they be of traditional or modern culture, are not expected to break even financially. All the more so, this holds true of exchanges with developing countries. As people-to-people exchanges increase, the need for support from government and government agencies becomes even more imperative.

This need notwithstanding, Japan's allocations to government ministries and agencies of public funds earmarked for investment in international cultural exchanges pale in comparison to those of other countries. Amidst growing

importance ascribed to international cultural exchange, the government is obligated play an instrumental role in implementing a nationwide system of international cultural exchange. It must, based on a long-term perspective, work to strengthen its funding for related programs, while conducting effective evaluations of their performance and improving their efficiency.

(2) Establishing exchange bases, surrounding environments, and info-telecommunication functions

(a) It will be necessary to expand and strengthen Japan's bases for cultural dissemination including its overseas consulates and the overseas offices of the Japan Foundation. As Japanese universities and research institutes extend their activities overseas, it is expected that they will actively expand the operations of their overseas bases, which also serve as transmitters of Japanese culture. Consideration must be given to providing support for the cultural dissemination function of these various overseas bases.

It will also be necessary to enhance the program functions, facilities and equipment of Japan's major museums, art museums, cultural property research institutes, national theaters, universities, research institutes, cultural exchange organizations and other domestic bases of international cultural exchange so that they can advance ongoing exchanges of specialists and conduct joint research and other collaborations with their overseas counterparts. At the same time, we will need to improve our ability to explain Japanese culture in foreign languages and to promote cooperation with international cultural exchange volunteers.

(b) There will, furthermore, be a need to consider effective forms of cooperation among competent ministries and agencies, other government organizations, and local administrations so as to 1) create attractive cities and towns based on urban planning that provides for scenic landscapes and cultural facilities (e.g., universities, museums, art museums, theaters, cultural halls) which are both appealing and in harmony with nature; 2) create platforms for exchange, such as between local people and foreign artists and other cultural actors; and 3) create culturally attractive local communities through the promotion of international cultural exchange on the local level so that more visitors will be attracted to them from both in and outside Japan.

(c) Moreover, it will be necessary to construct websites to disseminate comprehensive information on Japanese culture and to devise schemes for linking various sites dedicated to Japanese culture. In doing so, the sites should be made multilingual, with at least an English version. The current system for explaining Japan and introducing Japanese culture to foreign media correspondents will also need to be enhanced.

(3) Strengthening support for collaboration among ministries and agencies, between the private and public sectors, and extending support to civil groups and local administrations

(a) It will be necessary to broaden the concept of culture employed within the government. Various government policies should be strategically linked and comprehensive measures implemented. This of course applies to the government's cultural and foreign policies and also to its educational, science and technology, industrial, tourism, national land planning, environmental and other policies.

To this end, it will be necessary for the competent ministries, agencies and organizations to share information on international cultural exchange, and establish a liaison body for promoting linkage and cooperation among themselves. It will also be important to consider the formation of a system to both comprehensively and periodically examine and evaluate the implementation of Japan's international cultural exchange policy.

(b) Moreover, it will be necessary to promote closer linkage and cooperation among government ministries, agencies and organizations, local administrations, art and culture organizations, NGOs, cultural facilities, universities and research institutes, as well as promoting information exchange, joint planning, joint research and other international cultural exchange functions and activities among them.

(c) These days, each Japanese is a bearer of international cultural exchange. For people to enjoy a culturally rich life style, it is desirable that they give expression to their creative talents and be involved in voluntary, self-initiated forms of international cultural exchange. Such activities, coupled with the transmission of Japanese culture as it actually is, will contribute to the genuine promotion of international cultural exchange.

Japanese companies that have extended their business operations overseas do not only conduct commercial activities but also carry out various philanthropical activities, including the introduction of Japanese culture to their host countries and vice versa. It should be borne in mind, however, that there are cases when corporate activities in and of themselves convey Japanese culture.

To vitalize local communities, local administrations should make optimum use of the community's cultural resources and vitality. While recognizing the importance of promoting international cultural exchange within the community, they should engage in such exchange on a self-initiated, independent footing. They are also expected to support the cultural exchange activities of individual residents within their community.

From this perspective, it will be necessary for the government to promote the expansion of international cultural exchange by supporting individuals, art and cultural groups, corporations and local administrations, all of which are playing increasingly significant roles in this arena. It should do this by providing them with information on international cultural exchange and collaborating with them in government-implemented projects.

(4) Enhancing education and related research

- (a) While instilling in pupils a self-awareness of being Japanese and deepening their understanding of their own country's culture, education should also foster in them a broad understanding of other cultures while imbuing them with the ability and temperament to be able to live in harmony with people of diverse cultures within 21st century international society.

To this end, opportunities should be expanded within school curricula, starting with homeroom time, to study local culture. Concurrently, education to cultivate international perspectives and an understanding of different cultures should be enhanced. Furthermore, effort should be made to improve both Japanese and foreign language education with an eye to fostering within students a fundamental ability to express their thoughts and opinions, while respecting the position of others within international society.

(b) For student majoring in fields related to international cultural exchange at universities and graduate schools, it will be necessary for the Agency of Cultural Affairs, the Japan Foundation and like institutions to provide them with internships and other training opportunities so as to foster people with the ability and temperament requisite to become practitioners and leaders in the field of international cultural exchange.

(c) To cultivate mutual understanding and harmonious coexistence through international cultural exchange, it will be necessary to advance research in this and related fields at universities and research institutes under a framework of cooperation with competent government ministries, agencies and organizations.

(5) Encouraging international cultural exchange volunteers

One way for individuals to participate in international cultural exchange activities is to become an international cultural exchange volunteer. Effort should be made to create an environment for promoting such volunteer activities in which people can participate at their own volition and within the sphere of their own capacities.

2. Main Areas Requiring Concrete Policy

While working to prepare the above-described infrastructure, it will be necessary to also devise measures for implementing each component of the master plan. In particular, effort needs to be made to actively implement the following measures.

(1) Promoting exchanges in which individuals are the principal actors

(a) Promoting international cultural exchange volunteers on the citizen level

As individual Japanese are both the bearers and sharers of international cultural exchange, such support as information provision should be offered to local administrations, art and culture organizations, NGOs and other local entities in an effort to further encourage grassroots cultural exchange and promote the activities of international cultural exchange volunteers on a even wider range of citizen levels.

(b) Creating and strengthening international cooperative relationships between artists and other cultural actors

So as to create and strengthen international cooperative relationships between artists and other cultural actors, who are the bedrock of international cultural exchange, the system for dispatching them overseas must be strengthened as part of an effort needed to concretely realize an ongoing, systematic dissemination of Japanese culture. One way to do this would be to enlist the cooperation of Japanese artists and other cultural actors living overseas. Moreover, greater effort must be made to strengthen cooperation among art and culture organizations and other entities involved in promoting international cultural exchange overseas, while expanded opportunities must be provided for them to either reciprocally or jointly disseminate culture.

(c) Utilizing a recognition system

To encourage international cultural exchange activities by citizens, a system should be established and effectively utilized to recognize individuals and groups who contribute to promoting understanding of Japanese culture through ongoing international cultural exchange activities.

(d) Disseminating Japanese culture through foreign youth and others who visit Japan

Wide dissemination of Japanese culture also depends on foreigners who come to Japan for a variety of reasons. Students and other foreigners who have lived in local Japanese communities and, by experiencing firsthand Japanese culture, have gained an interest and deep understanding of it, can be expected to convey their perceptions of Japan's cultural appeal to people in their home country. To advance this process, more information on Japanese culture needs to be provided to deepen interest and understanding of it among young and other foreign visitors.

(2) Maintaining cultural diversity and new exchanges

(a) Promoting understanding of cultural diversity and coexistence

To promote dialogue among different cultures and civilizations will require more active exchanges between academicians, specialists, administrators, and citizens of Japan and their counterparts of other countries. Moreover, for the various regions of the world to cooperate in solving common problems (e.g.,

environment, aging, medicine, poverty, education, gender, sustainable development, security, global economy, ethnic and regional conflicts), support must be given to intellectual exchanges and citizen exchanges that transcend national borders, cross academic domains, and overarch partitions between the political, economic, bureaucratic, academic and NGO sectors. Through exchanges of this kind, Japan will be able to fully participate in the formation of international opinion and consensus.

(b) Receiving outstanding foreign artists and others

Exchange and contact with a wide range of cultures will enrich and elevate Japan's own art and culture. To promote this kind of exchange, more opportunities will need to be provided for overseas artists and other cultural actors to come to Japan and carry out various activities in face-to-face collaborations with their Japanese counterparts.

(c) Promoting international collaborations

Carrying out collaborations with artists and artistic groups from countries with different cultural backgrounds can constitute a valuable opportunity to form new genres of creativity within a culturally diverse setting. From this viewpoint, support should be given to promoting international collaborative activities, particularly those with Asian countries.

(d) Promoting cooperation in cultural property preservation and restoration

Cooperating in the preservation and restoration of world cultural properties, which are valuable shared assets of humankind, and of cultural properties indigenous to the Asia-Pacific is a means for Japan to make international contributions to the safeguarding of cultural diversity. In fact, considerable expectation is placed on Japan, with its experience and technical expertise, to make such contributions. Japan is currently providing such support through UNESCO or in response to requests from specific countries. Beginning with Afghanistan, there are many regions to which Japan can make contributions through its own initiatives to preserve and restore cultural properties. To this end, systematic cooperation should be pursued through the establishment of a consortium of government agencies, universities, research institutes and other organizations.

(3) Making the presentation of Japanese culture more appealing

(a) Promoting and disseminating Japanese movies

Movies are a form of recreation through which people can feel a sense of closeness with other cultures. As a comprehensive form of art, movies are capable of portraying both cultures and periods - historical and contemporary. Movies also express cultures and values in an easy-to-understand, visual manner. As such, they are an effective means of raising people's interest in culture and promoting cultural understanding. Accordingly, efforts should be made to promote Japanese movies, while actively exhibiting them at international film festivals and other events.

(b) Promoting media art

Among the new media that have been spawned by the rapid proliferation of the Internet and new technological innovations are such media art as computer graphics and animation. Those produced in Japan are highly appraised overseas, and should be promoted in an effort to vitalize a full range of Japanese art in the 21st century.

In this light, active effort should be made to support the production and exhibit of Japanese media artworks, the dissemination overseas of Japanese *manga* and animation, and the fostering of highly talented media art producers.

(c) Promoting Japanese language education

In transmitting Japanese culture overseas, it will be necessary to have people of other countries experience Japanese culture through the medium of Japanese language so that they can gain a deep understanding of it.

For this purpose, various efforts must be made to promote Japanese as a foreign language. These include conducting research on Japanese language education curricula and methodologies; providing relevant information and study aids and materials; fostering and training people engaged in Japanese language education; dispatching instructors overseas; researching and developing effective methods for evaluating Japanese language education performance and foreigners' proficiency in the use of the language.

(d) Promoting the translation and dissemination of Japanese literature

Japanese literary works are an effective means of transmitting the culture and values of the Japanese people as well as the nature of Japanese society. Active effort should, therefore, be made to disseminate Japanese culture overseas by translating excellent works of Japanese literature into English and other languages and publishing them in other countries. To secure such translation capability, it will be necessary to foster highly skilled translators.

(e) Actively utilizing cultural properties

Japan's superb cultural properties constitute the charming "face" of Japanese culture. In transmitting Japanese culture overseas, opportunities should be expanded for the people of other countries to deepen their understanding and appreciation of Japanese cultural properties through the use of info-telecommunication technology and a variety of other means. One such example would be to provide easy-to-understand, multilingual descriptions of the origins and historical backgrounds of cultural properties so as to elevate interest and deepen understanding of Japanese culture among people of other countries.

(4) Strengthening comprehensive dissemination functions

(a) Establishing a liaison council between competent ministries and agencies

To comprehensively promote a policy of international cultural exchange, a liaison council should be established comprising the competent government ministries, agencies and organizations (e.g., Agency for Cultural Affairs; Ministry of Education, Culture, Sports, Science and Technology; Ministry of Foreign Affairs; Japan Foundations; Ministry of Land, Infrastructure and Transport; Japan National Tourist Organization; and Ministry of Public Management, Home Affairs, Posts and Telecommunications). Through this council, they will be able to share information and cooperate in joint initiatives.

(b) Holding international culture fora

To attract world attention to Japanese culture and convey a strong message of Japan as being a country that values culture, there is a need to hold fora to which prominent artists and other cultural actors are invited from overseas to exchange views and interact.

(c) Promoting participation in international art showcases and festivals

Contemporary Japanese performing arts should be actively introduced in international art showcases and festivals held in the US, Canada, Australia, Western European and other countries, and exchanges in the performing arts should be promoted by supporting the participation of Japanese performing troupes in them.

(d) Creating attractive websites

Attractive websites should be created for conveying comprehensive information on Japanese culture. Schemes should also be devised for hyperlinking sites that specialize in Japanese culture. In doing so, sites should be given multilingual capacity, including at least an English version.

Museums and art museums should establish digital archives for their outstanding cultural properties and artworks, and the system for information dissemination should be enhanced through the use of info-telecommunication technology.

(e) Making active use of international broadcasts

International broadcasts over television and radio are an effective means of conveying a wide range of information across national borders and to a wider world audience. Making effective use of various broadcast modes, multifaceted efforts should be exerted to promote international cultural exchange and cooperation in a way that “Japan’s face” can be seen.

(f) Cooperating in the promotion of tourism

Efforts to promote tourism are closely related to the wide dissemination of Japanese culture. From this perspective, it is of vital importance that when implementing various strategies for conducting international cultural exchanges that consideration be given to the linkage of those strategies with tourism promotion policy. According to statistics (year 2001), Japan ranks a low 35th among nations in number of inbound tourists. Though various reasons can be cited for this, such as the language barrier, lack of information, or high costs, the bottom line is that the appeal of Japanese culture has not permeated the foreign consciousness.

In response, competent government ministries, agencies and organizations should work together in creating a system to constantly disseminate information on the attractiveness of Japanese culture so as to allure more foreign tourists to Japan. At the same time, local culture needs to be highlighted in the planning and development of tourist destinations; further enhancement needs to be made on organizations of volunteers guides who introduce Japanese culture to foreign visitors; and public relations activities need to be strengthened.

Cultural facilities, such as museums and art museums, will need to provide more multilingual information and description in order to enhance their attractiveness to foreign visitors.

(g) Making use of “Exchange Year”

Based on an “Exchange Year” scheme to be established on the government level among multiple countries, programs should be carried out to vitalize cultural exchange with the counterpart countries or to aggressively pursue new cultural exchange opportunities. Support must also be given after the designated “Exchange Year” ends to continuing the exchanges initiated, particularly on the citizen level, with counterpart countries.

<Glossary>

(i) Globalization

The word “globalization” has recently been used by various people to mean various things. We use it to mean basically a phenomenon in which the activities of individuals and groups are taking on a global scale; the economies of the world are becoming inter-linked through a rapid increase in the international movement of people, goods, money and information; and people’s life styles are taking on increasing similarity. Through this phenomenon, a common culture is taking root and spreading throughout the world, raising fear of growing cultural homogenization.

(ii) Clash of Civilizations

In the post-Cold War period, global politics have been reconstituted along an axis of opposing powers, each taking the form of a civilization that supersedes ideologies and nation states. This theory was proposed by the American political scientist, Samuel P. Huntington in his 1993 article “The Clash of Civilizations,” and his 1996 book *The Clash of Civilizations and The Remaking of the World Order*.

(iii) 9-11

This refers to the multi-pronged terrorist attack in the United States on 11 September 2001.

(iv) Hollow-centered Structure

Dr. Hayao Kawai, Commissioner for Cultural Affairs and clinical psychologist, explains that Japanese mythology has a “hollow-center balanced” structure, and that such a structure also applies to Japanese society. This hollow-centered structure differs from the monotheistic “power-center integrated” structure of Christian mythology. Under the Japanese polytheistic structure, many gods are harmoniously arrayed around an inactive central god, each being in perfect balance with the others. Rather than emphasizing unity through judgments based on

absolute values, the keystone of this hollow-centered structure is the importance it attaches to balance among various powers and values, allowing coexistence among juxtaposed and contradictory elements.

(v) Media art

The Fundamental Law for the Promotion of Culture and Arts, enacted on 7 December 2001, stipulates “media art” to be movies, comics (*manga*), animation or other art forms utilizing computers or other electronic devices.

(vi) Ernest Francisco Fenollosa

Ernest Fenollosa, an American educator and student of Asian fine arts, came to Japan in 1878. He is known for the research he conducted on Japanese culture. Becoming fascinated with Japanese fine arts while serving on the faculty of the University of Tokyo, he devoted himself to researching them. He traveled widely surveying temples, shrines and the heirlooms of old households, and then initiated efforts to convince the government to preserve Japan’s cultural properties. He also contributed to the establishment of the Tokyo School of the Arts (now Tokyo National University of Fine Arts and Music).

(vii) Lafcadio Hearn

Lafcadio Hearn was an Englishman who came to Japan in 1890. He became a Japanese citizen under the name Koizumi Yakumo. He initially taught English in a middle school in Matsue, Shimane Prefecture, and at an upper middle school in Kumamoto. He, then, became a lecturer in English literature at the University of Tokyo and Waseda University. He made an immense contribution to introducing Japan to the world through his English compositions and books. Among his many works were *Glimpses of Unfamiliar Japan*, *Kokoro*, and *Kwaidan*.

Commissioner's Advisory Group on International Cultural Exchange
Report (Summary)
“ About the Future Promotion of International Cultural Exchange ”

Chapter 1 International Cultural Exchange - Why Now?

1. Changes in International Society

- ✿ As interdependence deepens within the international community, a homogenization of life styles and cultures is being seen. Concurrently, however, this trend sharpens people's interest in their own culture and ethnicity, which may give rise to conflicts spurred by ethnic and religious differences, as seen in various regions of the world.
- ✿ The 21st century promises to be accentuated by international cultural exchange. To avoid clashes of civilizations will require obtaining mutual understanding through cultural exchange and achieving coexistence among the world's diverse cultures.

2. Positive Contributions to International Society

- ✿ If Japan can foster a rich culture through its international cultural exchange activities, it will be able to contribute to the creation of new cultural values within global society.

3. Vitalizing Japanese Society through Internationalization

- ✿ Cultural activities innervated through international exchange have the potential to vitalize the Japanese economy by transforming it into a knowledge/information-based one.

4. Time Is Ripe for Japan to Disseminate Its Culture to the World

- ✿ Amidst a tug-of-war between cultural change spurred by deepening international interdependence and people's desire to maintain their own cultural heritage, there is a growing need to conduct international cultural exchanges of a kind that can enhance people's life styles in a culturally rich, peaceful, and pluralistic manner. The operative concept in carrying out such exchanges must be “cultural diversity.”

Chapter 2 International Cultural Exchange - Present State and Future Issues

1. International Cultural Exchange - Its Vicissitudes and Present State

- ✿ Up till the 1960s, there was a strong tendency to introduce Japanese culture to the West, with cultural exchange in both directions being mainly of an educational nature.
- ✿ In the period from the 1970s through the 1980s, exchange with Asian countries grew and flourished; and greater importance was placed on international cultural exchange, including the vigorous initiation of activities on the civic and grassroots levels.
- ✿ In the post-Cold War 1990s, there was a paradigm shift to intellectual exchange, in which joint initiatives were undertaken to tackle common issues facing the global community. There was also a shift in emphasis to citizen-level exchanges.
- ✿ The challenges of the new era can no longer be met through an inertial continuation of past ideas and practices; new strategies and concepts are needed for conducting international cultural exchange.

2. Issues Along the Path Ahead in International Cultural Exchange

(1) Expanding the objects of international cultural exchange

- ✿ Note should be taken of the fact that many countries are now applying a wide range of culture, from traditional to contemporary, to their international cultural exchange activities.

(2) Reconsidering cultural instruments

- ✿ Around the world, countries are reconsidering the use of their cultural facilities. There is a need to go beyond maintaining museums and art museums as mere physical facilities, and to expand their functions so that they serve as hubs for international cultural exchange.

(3)Local culture - Its inherent characteristics and international recognition

✿To gain international recognition of local cultural properties used in international exchanges, expression will need to be given the universality that underlies their characteristics.

(4)Information society - Its positive and negative sides

✿While, on the positive side, the Internet dramatically enhances the ability of people to communicate across national borders, it also allows huge quantities of electronic information to flood across the same borders, which can have negative ramifications. It is, therefore, necessary to bear in mind that the use of info-telecommunication technologies in advancing international cultural exchange can have both positive and negative sides.

3. Japanese Culture and Future of International Cultural Exchange

(1)Providing highly focused response to demands for Japanese culture

✿Imposing Japanese culture on countries that do not have a demand for it invites a reverse effect. First surveying the demand on the receiving side, it will be necessary to tailor Japan's cultural exchange approach to the conditions of each country and region.

(2)Introducing Japan as it is

✿It will be important to devise ways to introduce Japan as it really is to visitors who come here from afar. To do so, however, will require the Japanese themselves to discover new value in their life style and culture.

(3)Need to reconsider the image of Japanese culture

✿Japanese culture, buttressed as it is by the natural environment of the archipelago, has developed through contact with other cultural spheres and a process of assimilating, digesting and adapting those cultures, which gives it a layered configuration.

✿Japanese culture should be fostered through exchange with others - always within an interactive context. As culture is variable, it includes elements that defy prediction.

(4) Reconsidering the bearers of Japanese culture

- ✿ An environment should be created in which all people, irrespective of their nationality, who cross Japan's borders to participate in cultural activities are considered to be the bearers of Japanese culture.

(5) Enhancing Japanese language education for foreigners

- ✿ To promote better international understanding of Japanese culture, it will be necessary to have people of other countries experience it through the medium of Japanese language.
- ✿ Japanese language education needs to be enhanced and expanded so as to effectively meet the needs of an increasing number of people studying it around the world.

Chapter 3 Concept and Purpose of International Cultural Exchange

1. International Peace and Freedom through Mutual Cultural Understanding

(1) Realizing world peace through the preservation of cultural plurality

- ✿ Having a “hollow-centered structure,” that is, one without an almighty authority or exclusionary values at its core, Japanese society is able to embrace, in a well-balanced manner, diverse cultures and to function as a space for cultural diversity.
- ✿ Giving expression to the special characteristics of its land and people, a mission that Japan can perform with confidence in the 21st century is to function as a “theater” or “museum” of the world’s cultural diversity.

(2) Promoting mutual understanding through widely defined international cultural exchange that extends to individual life styles

- ✿ Transcending the narrow definition of culture applied to such spheres as traditional arts, the concept of culture should be expanded to include a wide spectrum of elements from such aspects of everyday life as food, clothing, and dwelling to movies, comics (*manga*), animation, other forms of media art, and pop music, all the way to the knowledge and experience cultivated by society. By carrying out international cultural exchange from this wider perspective, Japan will be to play a role in both sustaining and advancing cultural diversity.
- ✿ Cultural exchange should not be unidirectional, but to promote relationships of mutual trust, it will be necessary to understand the culture of the receiving country in such exchanges.

2. Increasing Japan's Familiarity and Elevating Its Presence within International Society

(1) Enhancing a sense of intimacy toward Japan by transmitting a highly inclusive culture

- ✿ There is a need to foster an image of Japan as a country that transmits a culture which accepts and embraces diversity, by highlighting the capacity of Japanese culture to incorporate and comprise diverse elements.

(2) Toward an attractive nation that values culture

- ✿ Urban development should be implemented in such a way as to take into account the attractive, nature-harmonious distribution of scenic spots and cultural facilities.
- ✿ Consideration should be given to the dispersion of research facilities within municipalities, the establishment of international student communities, and town/city development that weaves art and science into the fabric of residents' daily life.

3. Development of Art and Culture

(1) Creating new artistic and cultural values through the advancement of international exchange

- ✿ Giving expression to the nation's geographical location and its capacity to embrace widely diverse cultural elements, it is incumbent upon Japan to work aggressively to provide artists and troupes of countries with different cultural backgrounds opportunities to engage with their counterparts in Japan and conduct joint activities.

(2) Preservation and utilization of humanity's cultural properties

- ✿ A change of concept is needed with regard to cultural properties - from one whereby such properties are preserved and appreciated as things of value to one whereby human coexistence is sustained through strategies to preserve cultural diversity.
- ✿ Preservation of cultural properties should be conducted in conjunction with efforts to improve the condition of the local people's lives, thus requiring a comprehensive system of support - one that goes beyond mere preservation and restoration work.

4. Seeking a New Recognition of Japanese Culture

(1) Rediscovering and re-appraising Japanese culture

- ✿ Appraisal of Japanese culture by non-Japanese can shine new light on it, allowing the Japanese to find even richer meaning in their cultural activities and transactions.
- ✿ Traditional arts, crafts, village festivals and other customs, even traditional farming culture, are quickly disappearing in Japan's local communities. These elements are not only valued by the Japanese but also by people from other countries as being an intimate part of Japan's spiritual and cultural essence. The Japanese need to rediscover many of these elements as vestiges of wisdom passed down through generations of their forefathers.

(2) Need to improve ability of individual Japanese to communicate with the world

- ✿ Various problems have been pointed out with regard to the language, communication, and writing skills of the Japanese. The sort of language proficiencies required in the coming period will need to be acquired through lifelong study.
- ✿ To spur international cultural exchange at the grassroots level will require individual Japanese to be knowledgeable about the culture around them and to possess a desire to share it with others.

5. Toward the Comprehensive Promotion of an International Cultural Exchange Policy

✿ For Japan to open new vistas of international cultural exchange, it will need to establish, and comprehensively implement, a long-term policy that encompasses its entire society.

Chapter 4 Policy for Promotion International Cultural Exchange

1. Basic Direction of Infrastructure Building

(1) Increasing resource investment in international cultural exchange

- ✿ International cultural exchange does not in large part lend itself to implementation solely by virtue of market mechanisms. To both initiate and sustain such activities, the support of government is essential.
- ✿ In Japan's budget allocations to government ministries and agencies, funds earmarked for investment in international cultural exchanges are insufficient when compared to those of other countries.
- ✿ Given the growing importance ascribed to international cultural activities and the role the government is expected to play in implementing them nationwide, Japan must from a long-term perspective augment its funding for such activities.

(2) Establishing exchange bases, surrounding environments, and info-telecommunication functions

- ✿ There is a need to enhance the program functions, facilities and equipment of Japan's major museums, art museums, culture property research institutes, national theaters, universities, research institutes, cultural exchange organizations and other domestic bases of international cultural exchange so that they can advance ongoing exchanges of specialists and conduct joint research and other collaborations with their overseas counterparts.
- ✿ There is also a need for effective forms of cooperation among competent ministries and agencies, other government organizations, and local administrations so as to create attractive cities and towns based on urban planning that incorporates appealing scenery and cultural facilities
- ✿ It is necessary to construct websites for disseminating comprehensive information on Japanese culture, and to implement schemes for linking various sites dedicated to Japanese culture.

(3) Strengthening support for collaboration among ministries and agencies, between the private and public sectors, and extending support to civil groups and local administrations

- ✿ To share information and facilitate collaboration, it will be necessary for the competent ministries, agencies and organizations to establish a liaison body.
- ✿ There is a need to promote closer linkage and cooperation among government ministries, agencies and organizations, local administrations, art and culture organizations, NGOs, cultural facilities, universities and research institutes.
- ✿ As each Japanese is a bearer of international cultural exchange, voluntary, self-motivated participation in such exchange is needed to achieve its genuine development.
- ✿ To vitalize local communities, their administrations need to make optimum use of the community's cultural resources and vitality, while supporting the cultural exchange activities of individual residents.

(4) Enhancing education and related research

- ✿ Starting with homeroom time, opportunities should be expanded within school curricula to study local culture, while cultivating international perspectives and understanding of different cultures.
- ✿ For students majoring in fields related to international cultural exchange at universities and graduate schools, the Agency of Cultural Affairs, the Japan Foundation and like institutions should provide internships and other training opportunities so as to foster future practitioners and leaders.
- ✿ There is a need to promote further research in international cultural exchange and related fields at universities and research institutes under a framework of cooperation with competent government ministries, agencies and organizations.

(5) Encouraging international cultural exchange volunteers

- ◆ It will be necessary to create an environment for promoting the activities of international cultural exchange volunteers - one in which people can participate at their own volition and within the sphere of their own capacities.

2. Main Areas Requiring Concrete Policy

(1) Promoting exchanges in which individuals are the principal actors

- ◆ International cultural exchange volunteers should be promoted on the citizen level.
- ◆ International cooperative relationships should be created and strengthened between artists and other cultural actors.
- ◆ An achievement recognition system should be utilized.
- ◆ Japanese culture can be disseminated through foreign youth and others who visit Japan.

(2) Maintaining cultural diversity and new exchanges

- ◆ Understanding of cultural diversity and coexistence should be promoted.
- ◆ Outstanding foreign artists and others should be invited to Japan.
- ◆ International collaborative projects should be promoted with foreign artists and groups.
- ◆ Cooperation should be promoted in cultural property preservation and restoration.

(3) Making the presentation of Japanese culture more appealing

- ◆ Japanese movies should be widely disseminated.
- ◆ Media art should be promoted.
- ◆ Japanese language education should be further promoted.
- ◆ The translation and dissemination of Japanese literature should be promoted.
- ◆ Cultural properties should be more actively utilized.

(4) Strengthening comprehensive dissemination functions

- ◆ A liaison council should be established between the competent ministries and agencies.
- ◆ International fora should be held.
- ◆ Participation in international art showcases and festivals should be promoted.
- ◆ Attractive websites should be created.
- ◆ Active use should be made of international broadcasts.
- ◆ Cooperation should be carried out in the promotion of tourism.
- ◆ Use should be made of an “Exchange Year.”

Commissioner's Advisory Group on International Cultural Exchange

22 April 2002
Agency for Cultural Affairs

1. Purpose

Given the expectations placed on the Agency of Cultural Affairs to play a major role in the promotion of international cultural exchange, the Agency commissioned the subject Group to (1) ascertain and analyze the current state of international cultural exchange in both Japan's public and private sectors, and (2) draft a master plan that provides a basic scheme and concrete measures for comprehensively and systematically promoting international cultural exchange in such a way that gives expression to the special qualities and characteristics of the various relevant agencies and organizations.

2. Aspects Considered

The Group deliberated the following aspects of international cultural exchange:

- (1) Its concept and objectives
- (2) The framework of its implementation
- (3) Its present state and future issues
- (4) A policy for advancing it
- (5) Other considerations

3. Implementation Method

- (1) The cooperation of the experts and authorities listed in the attached sheet was enlisted, and deliberations were carried out among them.
- (2) When deemed appropriate, the cooperation of individual others than those listed was also sought.

4. Implementation Period

The Group was in operation during the following period:

From 10 May 2002 through 31 March 2003.

5. Administration

Administration pertinent to the Group and its operation was performed by the Office for International Cultural Exchange, Division of International Affairs, Agency for Cultural Affairs.

Member List of the Commissioner's Advisory Group on International Cultural Exchange

(as of 22 April 2002)

AOKI Tamotsu	Professor, National Graduate Institute for Policy Studies
INAGA Shigemi	Associate Professor, International Research Center for Japanese Studies
IMAI Yoshinori	Director General, International Planning and Broadcasting Department, NHK (Japan Broadcasting Cooperation)
SAITA Izumi	Professor, Graduate School of Arts and Letters, Tohoku University
SATO Takumi	Associate Professor, International Research Center for Japanese Studies
SATONAKA Machiko	<i>Manga</i> Artist
SHINDO Jiro	Representative Director, Japan Film Makers Association
SUZUKI Tadashi	Theater Director
TAKAHASHI Taira	Senior Managing Director, Dai Nippon Printing Co., Ltd.
NAKAMURA Yoshio	Emeritus Professor, Tokyo Institute of Technology
HASEGAWA Yoshikazu	Executive Director, New National Theatre Foundation
HIBINO Katsuhiko	Associate Professor, Faculty of Fine Arts (Inter Media), Tokyo National University of Fine Arts and Music
HIRANO Kenichiro	Professor, Waseda University
HIRAYAMA Ikuo	President, Tokyo National University of Fine Arts and Music
FUJII Hiroaki	President, Japan Foundation
FUNAYAMA Ryuji	President and CEO, JTB Corp.
HOSHINO Hiroshi	Lecturer, Seijo University
KAHN Maichael	Former Coordinator for International Relations, Kochi Board of Education, Kochi Prefecture
MASUMOTO Yorikane	Mayor, Kyoto City
MIYOSHI Akira	Director General, Tokyo Bunka Kaikan
MORISHITA Yoko	President, The Matsuyama Ballet
WATANABE Akiyoshi	Director General, National Research Institute for Cultural Properties, Tokyo
WATANABE Moriaki	Vice-President, The University of the Air
: Chairperson	
: Vice-Chairperson	

Discussion Transition

- 1st Meeting : 10 May 2002**
Free Discussion
- 2nd Meeting : 22 May 2002**
Free Discussion
- 3rd Meeting : 6 June 2002**
Free Discussion
- 4th Meeting : 19 June 2002**
Discussion on
(1) Concept and Purpose of International Cultural Exchange
(2) Dissemination of Japanese Culture
- 5th Meeting : 1 July 2002**
Discussion on Present State and Issues of International Cultural Exchange
- 6th Meeting : 17 July 2002**
Discussion on Fundamental Policy for Promoting International Cultural Exchange
- 7th Meeting : 24 September 2002**
Discussion on Rough Draft of Interim Report
- 8th Meeting : 10 October 2002**
Discussion on Rough Draft of Interim Report
- 9th Meeting : 7 November 2002**
Discussion on Draft of Interim Report
- 10th Meeting : 18 December 2002**
Discussion on Draft of Interim Report
- 11th Meeting : 20 February 2003**
Compilation of Final Report