



FACULTY OF ARTS
OF CHARLES UNIVERSITY
IN PRAGUE



International Workshop „Consumption and Consumerism in Japanese Culture“

organised by the Institute of East Asian Studies (Charles University in Prague)

*in collaboration with Ochanomizu University, Japan
Beijing Foreign Studies University, PRC
SOAS, University of London, UK
Université Paris Diderot - Paris 7, France*

Charles University in Prague, Prague, 14-15th November 2011

14th November – Monday

08:30-09:00 – registration

09:00-09:30 – Opening/official welcome

Jan Sýkora

(IEAS, Charles University)

Prof. PhDr. Ivan Šedivý, CSc.

(Vice-Dean of the Faculty of Arts for Research and Science)

09:30-10:00 – The Consumption of Literature in Heian Japan

Martin Tírala (Charles University)

10:00-10:30 – From Johnie Walker to Colonel Sanders - The role of These Two

Iconic Images in Haruki Murakami's Novel Kafka on the Shore

Tomáš Jurkovič (Charles University)

10:30-10:45 coffee break

10:45-11:15 – Language, Consumption and Change

Petra Kanasugi (Charles University)

11:15-11:45 – Japanese Onomatopoeia in Fashion Magazine

Siti Hajjar Abdul Razak (Ochanomizu University)

11:45-12:15 – How Does the Way of Thinking about Business Influence Meanings of

Buy/Sell – A Comparative Study between Japanese and Korean

Shin Moriyama (Ochanomizu University)

12:30-14:30 lunch



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- 14:30-15:00 – The Central Market in Nara Period Presented in the Shósóin Documents
Yoko Yagoshi (Ochanomizu University)
- 15:30-16:00 – A Study on Fujiwara Michinaga Life Consumption - The Power and Consumption
Natsuko Nishizawa (Ochanomizu University)
- 16:00-16:15 coffee break
- 16:15-16:45 – Money Economy and Confucian "The Way"
Kumi Tokushige (Ochanomizu University)
- 16:45-17:15 – Consumption as a Mean of Democratisation in Inter-War Japan
Jan Sýkora (Charles University)
- 17:15-17:45 – final discussion
- 18:30 dinner

15th November – Tuesday

- 09:00-09:30 – Japan: 1964: The Olympics, Nation and Consumption
Martyn D. Smith (SOAS, University of London)
- 09:30-10:00 – Environment Policy and Consumer Behavior in Japan
Ding Hongwei (Beijing Foreign Studies University)
- 10:00-10:30 – Change in the View of Fetal: Consumption of Ultrasound Photos
Takahisa Miyauchi (Ochanomizu University)
- 10:30-10:45 coffee break
- 10:45-11:15 – A Study of an Buddhist Idea of Consumption of Food
Mitsuko Sato (Ochanomizu University)
- 11:15-11:45 – The Reconfiguration of Japaneseness in a Foreign Context: Authenticity of Japanese Food in Restaurants
Ayako Suzuki (SOAS, University of London)
- 12:00-14:00 lunch
- 14:00-14:30 – Ókura Kihachiró (1837-1928): From Meiji to Taishó: A Businessman in a State of Frenzy
Claude Hamon (Paris Diderot University)
- 14:30-15:00 – Russo-Japanese Criminal Coastal Trades' Paradoxical Consequences for Japan
Yann Flavenne (Paris Diderot University)



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15:00-15:15 coffee break

15:15-15:45 – Japan Nowadays: Consumption of the Traditional Culture
Elena Kolotova (Ochanomizu University)

15:45-16:15 – Japanese Household Expenditure Mind and Employment Environment
Li Yue (Beijing Foreign Studies University)

16:15-16:30 coffee break

16:30-17:45 – final discussion

19:00 dinner



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