

8th SCA Conference  
Special Session: Pop Culture in Asia – Comparison of Film Culture -

Prof. Shozo Fujii  
Member of SCJ

Good morning, ladies and gentlemen. When I read the local newspaper of Qing Dao yesterday, I found out an article on films out of so many articles on the great earthquake in Sichuan Province.

This article reports that after the earthquake in China, film makers soon started to shoot anti-earthquake films like "May 12th, Sichuan would not believe in tears", and the total number of the films are so many as 10, including one film made to charity by Jackie Chan, the most famous HK movie star.

10 anti-earthquake films could be a bit too many, but we can understand that the earthquake is a matter of utmost concern to film people here and films are quite important tools to console the people in great trouble and inspire them to remember history.

Now, I would like to report how our special session on "Pop culture in Asia" discussed the topic how Asian countries accept and appreciate Asian films each other.

In our Asia, there are a lot of countries whose film industries are active, like India, the Philippines, and Korea, but because of the financial limit, we could not focus on the films of the following 3 countries, China, Singapore, and Japan

This time, Dr. Uganda Kwan from Singapore reported about how Chinese films are adopted in Singapore, and Mr. Wang Zhongyi, the editor in chief of the People's China magazine, analyzed how Japanese films are accepted in China, and I reported how Singaporean films are accepted in Japan. Very interesting comments were presented by Prof. Kim Yangsu from Korea and Prof. Misawa Mamie from Japan.

Through the 3 reports, 2 comments, and the good discussion taken place afterward, we could analyze, from the point of social and cultural view, the localization and internationalization of Asian films in Asian countries. Indeed, Asian films are promoting the mutual understanding among Asian people.

I am very happy to inform you here that our fruitful discussion taken place yesterday will be printed as special issues on 2 kinds of magazines in Chinese and Japanese languages with the efforts by Dr. Kwan and Prof. Misawa. Prof. Kim is going to write an article about this session for Korean Magazine.

All the members of our session hope to hold the second meeting next year during the 9th conference of SCA in Singapore, with more members researching on films in different countries, if possible.

Thank you very much for your great support for our session.

In the end, I would like to express my gratitude to Qingdao Municipal People's Government for its ardent hospitality and good security. And let me add one word that it is regrettable that 20 local audiences were not allowed to join our session yesterday because they did not have membership card. They are graduate students of courses of Chinese and Japanese Literature at Ocean University of China, and they should be respected as honorable citizens and cultural leaders in Asia. However, they missed a good opportunity to discuss with us in this SCA conference.

I sincerely hope that we can hold the next meeting in Singapore in a more open atmosphere to the public. Thank you very much.