



**East Asian Popular Culture Association
Inaugural Conference in Taipei, TAIWAN
September 1-4, 2011**

Schedule

THURSDAY 1 SEPTEMBER 2011

A F T E R N O O N

4.00-6.00 On-Site Registration

The formalities of registration followed by an informal get-together

6.00 Night Market Tour

All participants are welcome to join in a night market tour, exploring Taiwan's charming night market food and culture. Please gather in the lobby by 6:00 PM to walk to the Shida Night Market. Enjoy your own choice of food at one of the many nearby food stands, cafes and restaurants. Take your time in this energetic Taipei nightlife and return to the hotel at your own pace.

FRIDAY 2 SEPTEMBER 2011

M O R N I N G

9.00-10.00am

EAPCA

Keynote Address 1: Prof John Bratzel

Chair: Dr Ann Heylen, room 201

Popular Culture: Past, Present, and Future

Break 10.00-10.10am

Panel Session A: 10.10-11.10am (two parallel panels)

1. Erotica (2)

-Chair: Prof Fang-Mei Lin, room 201

Ms Clara Ka Yan Yip (The University of Hong Kong)

Censorship of Adult Videos in Japan

Dr Joshua Paul Dale (Tokyo Gakugei University)

The Evolution of the Pole Dance

2. Martial Arts and Popular Culture (2)

-Chair: Dr Paul Mountfort, room 205

Ms Kittaya Na Nongkhai (Kasetsart University)

Thai Martial Arts in Thai Action Adventure Films: Gender and Construction of National Identity

Dr Paul Mountfort (Auckland University of Technology)
Ninja Scrolls and the Nine Ryu: Mythologies of Ninjutsu as a Modern Martial Art

Break 11.10-11.30am
Morning coffee will be served.

Panel Session B: 11.30am-12.45pm (two parallel panels)

3. Changing Genre-Scopes of Pop Culture in Taiwan (3)
-Chair: Prof Allen Chun, room 201

Dr Fang-chih Irene Yang (National Cheng Kung University)
***Meteor Garden* in Asia: Exploring the Gender and Class Politics of “Asian-ness”**

Dr Teri Silvio (Academia Sinica)
Divine Cuteness: on the Intimacy of Deity Figurines

Prof Allen Chun (Academia Sinica)
Transnationalizing as Indigenizing: The Paradox of ICRT Culture in a Changing Taiwan

4. Comics, Doujin and Loanwords (3)
-Chair: Prof Ichiki Masashi, room 205

Dr Yuhsuke Koyama (coauthored with H. Okayasu, J. Nakamura, N. Hichibe, H. Tanaka and H. Deguchi [Shibaura Institute of Technology])
General Survey of Comic Market

Mr Nobushige Hichibe (Tokyo Institute of Technology)
The Roles of Cultural Mediator: Practice and Strategy of “Doujin Shop” in Japan

Mr Koki Ichibakase (National Taiwan Normal University)
**Influence of Japanese Popular Culture on the Taiwanese Language: An
Analysis of new Japanese Loanwords**

**Lunch Buffet
12.45-2.00pm**

A F T E R N O O N

Panel Session C: 2.30-4.00pm (two parallel panels)

5. Politics and Popular Culture (4)

-Chair: Dr Yoshihisa Amae, room 201

Prof Masashi Ichiki (Chikushi Jogakuen University)
Representing Cheng Ch'eng-kung, Representing Asia

Dr Yoshihisa Amae (Chang Jung Christian University)
**A Japanese Who Became A Taiwanese Deity: Hatta Yoichi in Taiwanese
Popular Culture**

Dr Zhao-Hua Ho (Fu Jen Catholic University)
**The Prudish and Civilized Fashion: Embodying Mao's Political Power
in the Embroidery of Shidong Miao**

Mr Igor Wu (Taipei National University of the Arts)
**Effects of CAP on *Princess Banenn* the Video Game and *The First Lily*
Flora Expo 2011 Dance Drama**

6. Queer, Gender and Youth (3)

-Chair: Dr Jens Damm, room 205

Prof Hiroshi Aoyagi (Kokushikan University)
***Erokawa* and the Queering of Patriarchy in Contemporary Japan**

Prof Ramon Zarceno (West Visayas State University)
**MSM Among the Youth: The Role of Family and Community Medicine
as a Preventive Scheme**

Dr Jens Damm (Chang Jung Christian University)
**The Discourse on Cultural Diversity and the Inclusion and Exclusion of
Sexual Minorities in Taiwan**

Break 4.00-4.30pm
Afternoon tea will be served

Panel Session D: 4.30-6.00pm (two parallel panels)

7. Japan Trends (5)

-Chair: Dr Ru-Shou Robert Chen, room 201

Dr Mikiko Tachi (Chiba University)
**Guitars and Brooks Brothers: The “Ivy” Fashion and the
Representation of American Collegiate Culture in Japan during the
1960s**

Prof Chester Proshan (Bunka Gakuen University)
**“The Popular Rage of the Hour”: Rabbits from Abroad as a New Mass
Cultural Commodity in Nineteenth-Century Japan**

Dr Jin Nakamura (The University of Tokyo)
Why Does “Shibuya” become a Major Fashion City in Japan?

Prof Mamasi Usui (Doshisha University)
**The Imported/Exported Englishness in Contemporary Japanese
Popular Culture**

Dr Toru Matsuzaki (Chikushi Jogakuen University)
**The Impact of Japanese Pop Culture on Western Society: Observed
from a Linguistic Viewpoint**

8. Film (5)

-Chair: Dr Albert Wei-min Tang, room 205

Dr Christopher Howard (Chongqing University)
Memories in (and of) Sekigawa Hideo`s Hiroshima (1953)

Dr John Berra (Nanjing University)
The Cost of Comedy: *Crazy Stone* and the Breakout Success of Low-Budget Comedies at the Chinese Box Office

Dr Albert Wei-min Tang (Fu Jen Catholic University)
Imag(in)ing EAST ASIA on Taiwan`s Media-Scape: Historiography, Trans-Flow Reception, and Inter-Cultural Appropriation

Dr Kate E Taylor (Bangor University)
Visualizing the Intra-East: East Asian Co-Productions and Re-Framing of a Popular “East Asian Film Sphere”

Prof Carma Hinton (George Mason University)
Culture, Memories, and Politics: Filming Stilt Dancers in a North China village

Conference Banquet 6.00-8:00pm

All participants are invited to the dinner banquet, courtesy of the East Asian Popular Culture Association. Please enjoy delicious Taiwanese food and great music performed by the famous a cappella choir, Afire.

SATURDAY 3 SEPTEMBER 2011

M O R N I N G

9.00-10.00am

EAPCA

Keynote Address 2: Prof Inuhiko Yomota

Chair: Prof Gary Rawnsley, room 201

Collection, Nostalgia and Kawaii

Break 10.00 -10.10am

Panel Session E: 10.10-11.10am (Two parallel Panels)

9. Practice of Kawaii and Moe (2)

-Chair: Teri Silvio, room 201

Dr Yin C. Chuang (National Taiwan Normal University)

Kawaii as Masquerade: Young Females' Practices of kawaii in Taiwan

Dr Pei-Ti Wang (Kaohsiung Medical University)

Theorizing "Moe": Anime, Otaku, and Affect

10. Images, Stardom and Fandom (2)

-Chair: Dr Paul Mountfort , room 205

Ms Eva Cheuk Yin Li (The University of Hong Kong)
From Queer Imagineering to Civil Activism?: A Study of the Ho Denise Wan See (HOCC) Stardom and Fandom in Hong Kong

Ms Agnieszka Pochyla (Hokkaido University)
New Trends for Asian Lads: Masculinity Images in Japanese Cosmetics TV Commercials inside and outside of Japan

Break 11.10 -11.30am
Morning Coffee will be served

Panel Session F: 11.30am-1.00pm (Two parallel Panels)

11. Television (4)

-Chair: Prof Seiko Yasumoto, room 201

Dr Chun-Fu Chen (Fu Jen Catholic University)
Beyond “Cultural Proximity”: Reexamining the Viewership of Transnational TV Programs in Taiwan

Dr Pei-Ling Lee (Shih Hsin University)
All about 1895: The Political Meanings in Dramas from Different Sides

Dr Yang Tao (Nagoya University)
Chinese Culture Aspects in Japanese Advertisement: A Survey Based on Interviews to Young Japanese Students

Prof Seiko Yasumoto (The University of Sydney)
Television Drama *Hana yori Dango* Creates Cultural Citizenship in East Asia

12. Music and Drama (4)

-Chair: Dr. Yin C. Chuang, room 205

Dr David Hopkins (Tenri University)

Kessen Musume: Images of Women in Japan's War-era Record Industry

Mr Kevin Tan Chong Yew (INTI International University)

A Tale of Two Rappers: Namewee (Malaysia) and MC Yan (Hong Kong)

Ms Bird Jensen (The University of New England)

Developing Animation as a Promotional Tool for the Import/Export of Popular Music Between East Asia and Australia

Dr Llyn Scott (Aletheia University)

Staging Taiwan Legends: Displacing and Mysticizing the Sacred in the Operas Black Bearded Bible Man (2008) and Deer Hunting Legend (2011)

**Lunch (set menu)
1.00-2.00pm**

A F T E R N O O N

Panel Session G: 2.30-4.00pm (two parallel panels)

13. Fujoshi ("Rotten Girl") Fan Practices in Shifting Social Context (4)

-Chair: Dr Jeffrey T Hester, room 201

Ms Aida Miho (Hiroshima City University)

Overwriting Reality: Changing Representations of Fujoshi ("Rotten Girls") in Japanese Manga and Popular Fiction, 2002 - 2010

Dr Azuma Sonoko (Osaka University)
**Practices of Textual Consumption by Female Otaku Who Enjoy “Yaoi”
Texts, in Comparison with Consumption Practices of Male Otaku**

Dr Nagaïke Kazumi (Oita University)
**Queer Readings of BL (Boy Love): Are Women “Plunderers” of Gay
Men?**

Dr Jeffrey T Hester (Kansai Gaidai University)
A Burden of Pleasure: Fujoshi Negotiate Spoiled Identities

14. Cultural Mediator in Comparative Perspectives (4)

-Chair: Prof Masashi Ichiki, room 205

Prof Ricky G. Abalena III (West Visayas State University)
K-Pops as Cultural Mediators in Korean-Filipino Engagements

Ms Rachel Chan Suet Kay (HELP University)
A Content Analysis of “Ah Beng” Magazines

Ms Giancarla Unser-Schutz (Hitotsubashi University)
**Balancing the Scales: Analyzing the Distribution of Text amongst
Speakers in Popular Japanese Comics for Girls and Boys**

Dr Lindsey N.H. Chen (National Taiwan Normal University)
Popular Culture’s Influence on Youth Slang in Taiwan

Break 4.00 -4.30pm
Afternoon tea will be served

4.30-5.30pm
EAPCA
Keynote Address 3: Dr Toni Johnson-Woods
Chair: Dr Ming-Yeh Rawnsley, room 201

Gone but Not Forgotten: Australian Popular Fiction of the 1950s

Conference Closing 5.30-6:00pm

SUNDAY 4 SEPTEMBER 2011

**09.00am-5.00pm
Taipei City Cultural Tour**

Take a tour within the heartbeat of Taiwan. A bus will pick up all those on the tour and drive to designated sites of interest, such as Chiang Kai-shek Memorial Hall, 228 Memorial Museum, the Presidential Office Building, Longshan Temple, Taipei 101, and the National Palace Museum.

The Chiang Kai-shek Memorial Hall (renamed as National Taiwan Democracy Memorial Hall in 2007) is a monument erected in memory of Chiang Kai-shek. The 228 Memorial Museum provides an introduction to one of the most important historical events in Taiwan, the 228 Massacre. The 228 Museum tells the traumatic stories of intellectuals indiscriminately executed and a populace terrorized by Chiang Kai-shek's KMT regime in 1947. The Museum helps visitors understand contemporary Taiwan, by presenting this bitter conflict within its historical context. The Presidential Office Building was built during the Japanese colonization period, being the governor's mansion at that time. The building has been used as the presidential office under the ruling power of the R.O.C. since 1946. Longshan Temple is a well-known temple built during the Qing Dynasty for the worship of Guanyin Buddha and other religious figures. Taipei 101 is one of the world's tallest buildings, with a mass of shops on the lower floors, and an array of fine restaurants up among the clouds. The National Palace Museum, with its antique collection amounting to nearly 700,000 pieces, is renowned for its abundance and artistic value the world over.