

International Conference

# **CONTENTS BUSINESS AND SHARED CULTURAL ASSETS IN EAST ASIA**

Dec 3-5, 2010, Senatssaal at the UNIVERSITY OF BONN

Supported by THE JAPAN FOUNDATION

## **PROGRAM**

Friday, December 3

### **OPENING**

- 16:00 Registration
- 17:00 Opening:  
MARION GYMNICH (University of Bonn)
- 17:15 Keynote:  
REINHARD ZÖLLNER (University of Bonn)
- 19:00 Conference Dinner

Saturday, December 4

### **— SECTION 1 —**

## **ECONOMICAL AND POLITICAL IMPACT OF CONTENTS BUSINESS**

MODERATOR: GÜNTHER DISTELRATH (UNIVERSITY OF BONN)

- 9:15 JOHANNES PREISINGER (University of Bonn):  
Asia's Emergence as a Region: From Bilateralism to Multilateralism and Incipient Regionalism
- 10:00 PETER GANEA (University of Frankfurt):  
The Legal Protection of Intellectual Achievements: the Public Interest, New Worldwide Skepticism  
towards Intellectual Property and Possible Reactions from Asia
- Coffee break
- 11:00 OGAWA REIKO (Kyushu University):  
Making and Remaking of Images through the Korean Wave
- 11:45 NISHIYAMA TAKAHIRO (University of Bonn):  
Transnational Image Building through Remakes of Trendy Dramas and Their Implications on Socio-  
Economic Constellations in South Korea and Japan
- Lunch break

### **— SECTION 2 —**

## **TRANSNATIONAL FILM CONTENTS AND ITS IMPLICATIONS**

MODERATOR: LEE YOU-JAE (UNIVERSITY OF TÜBINGEN)

- 14:15 CHUNG CHONG-HWA (KOFA, Seoul):  
Coproductio of Chosun Cinema in the Colonial Period and Its Cinematic Styles

15:00 YUKAWA SHIRO (University of Bonn):  
Film as Means of 'Propaganda' for Multiethnic Manchukuo

Coffee break

**MODERATOR: CHOI SUN-JU (UNIVERSITY OF BONN)**

16:00 YAU SHUK-TING KINNIA (The Chinese University of Hong Kong):  
Love with an Alien: The Role of Romantic Drama in Sino-Japanese Cultural Interactions 1930s-1960s

16:45 ADACHI-RABE KAYO (University of Tübingen):  
The Inner Resonance of Aesthetics. Spatial Structure in Films by Suzuki Seijun and Wong Kar-Wai

17:30 YOON JOON-SUNG (Soongsil University):  
Transnational Contents of Korea in Contemporary Media Art

19:00 Conference Dinner

Sunday, December 5

**— SECTION 3 —**

**COMMODIFICATION OF CULTURE AND HISTORY – MEDIA IN JAPAN**

**MODERATOR: HARALD MEYER (UNIVERSITY OF BONN)**

9:15 HARALD MEYER (University of Bonn):  
The Marketing of Heroic Characters of Early Modern Japan: Film Series and Sites of Educational Tourism

10:00 DAN TAKAYAMA-WICHTER (University of Bonn):  
*Taiga Means Business – The Making and Marketing of 'Historical' Content in 2008's Taiga drama 'Atsuhime'*

Coffee break

11:00 SAEKI JUNKO (Doshisha University):  
Vamp or Angel: A Comparative Study on Heroines in Japanese Media

11:45 BABA AKIRA (University of Tokyo):  
Circulation of Commercial Photography in Early Meiji Japan

12:30 DETLEV TARANCZEWSKI (University of Bonn):  
Digital Archives and Historical Databases – Are They Public or Private?

**RESUME**

13:15 REINHARD ZÖLLNER (University of Bonn):  
Through Shared Cultural Assets towards an 'East Asian Community'?