Asian Studies Development Program
Alumni Newsletter

Editors’ Greeting

We hope this issue of the ASDP Alumni Newsletter finds you thriving in the fall 2012 semester. Our goal with each newsletter is to keep you up to date on important events and issues in the ASDP alumni community. To this end, you will find in the pages that follow information on the EWC conference that took place in Beijing in September as well as the Nineteenth Annual ASDP National Conference to be held in Phoenix, AZ from February 28 to March 2, 2013. Following in the tradition started with the last issue, we have included a book review, a film review, a pedagogical piece, as well as a piece focusing on scholarly/administrative experiences in Asia. Attached to the film review for this issue is some information about the Ai Weiwei exhibit at the Hirshhorn in Washington DC. We hope that you will find an opportunity to visit the exhibit. In addition, the newsletter contains an article on the UISFL Title VI grant being administered by ASDP. We thank Peter Hershock and the participant schools for their willingness to provide information and answer questions. Their generosity and that of all our contributors is much appreciated. Another important addition to this issue is an article submitted by George Brown on the Luce Foundation grant to ARCAS for faculty development in Southeast Asia. As you read the newsletter, please think about what you might want to submit for the spring issue! We would love to hear from you and look forward to seeing you in Phoenix.

Rachana Sachdev and Pete Giordano

ASDP: New Visions ~ Ned Shultz

My commitment to international education and exchange began when I was a high school student and spent my junior year in Norway. It continued throughout my college years where I studied Chinese and then when I joined the Peace Corps and went to Korea. As a college professor focusing on East Asia and Korea, in addition to my responsibilities at the University of Hawaii, I have taught at Hanyang University and Sogang University in Korea and been a fellow at the Japanese Research Center in Kyoto (Nichibunken).

ASDP’s mission is to infuse Asia content throughout the undergraduate curriculum and in meeting this challenge I expect ASDP will continue to offer the broad array of experiences on which it has built its reputation. In addition to its programs that focus on one country such as China, I hope ASDP will continue to explore regional programs that seek to look at several traditions across a broader area of Asia. Studying societies from a comparative approach, helps overcome more narrow, one country studies and broadens our understanding of Asia. ASDP should also consider offering more thematic approaches to Asia such as Buddhism in Asia or...
Recipient of the Best Alumni Chapter at the EWC/EWCA 2010 International Conference, the ASDP chapter maintains an active presence in the lives of the alumni through its following activities:

2. Regular postings on its listserv, ASDP-L.
3. With ARCAS, development and coordination of the annual ASDP National Conference.
4. The Alumni Newsletter, published twice a year.
5. Asia-related news from the New York Times, provided daily by Kenneth Harris, Slippery Rock University

The ASDP Alumni Association would like to extend best wishes to the new officers serving on the executive board of the Association of Regional Centers for Asian Studies (ARCAS). Their willingness to take up leadership responsibilities to further the cause of Asian Studies is much appreciated by the ASDP Alumni Association.

The new officers are:

Jeffrey Dippmann, Central Washington University, President
Joanna Crosby, Morgan State University, Vice-President
Katherine Purcell, Secretary, Trident Technical College
George Brown, Treasurer, Slippery Rock University
Robert Eng, Member at Large, University of Redlands
Keith Kraseman, Member at Large, College of DuPage

The Alumni Association would like to recognize the contributions of the following members for their leadership role for the 2013 National Conference to be held in Phoenix, Arizona:

George Brown, Slippery Rock University, for being in charge of registration for the conference.
Paul Dunscomb, University of Alaska, Anchorage, for compiling the 2012 Conference program.
Michele Marion, Paradise Valley Community College, for being the Local Arrangements Chair.

Please take a closer look at the official website for the ASDP Alumni Chapter. This site includes updates on the ASDP National Conference, newly elected Chapter officers, Chapter By-Laws and Minutes of meetings: [http://www.eastwestcenter.org/alumni/ewca-alumni-chapters/constituentspecial-interest/ewca-asian-studies-development-program-asdp/](http://www.eastwestcenter.org/alumni/ewca-alumni-chapters/constituentspecial-interest/ewca-asian-studies-development-program-asdp/)
Karen Oster is Chair of Performing Arts at Middlesex Community College where she teaches Introduction to Acting, Directing, and Musical Theater. Karen’s involvement with ASDP and the UISFL Title VI grant led her to completely change the way the Theater department conducts auditions and rehearsals, with a new emphasis on community rather than competition. In Spring 2012, she and Gail Mooney, Professor of English at Middlesex, designed and co-taught a class. This course, “Introduction To Chinese Culture: Through Another Window” was part of the Integrated Learning Communities initiative at Middlesex and combined a Theater course with English Composition. The class had 25 students who were exposed to Chinese philosophical thought, language instruction, and Chinese literature and film throughout the semester. Through journal assignments, lively discussions, movement exercises, and lectures by guest speakers, Karen and Gail kept the students energized and enthusiastic. The class was immensely successful and students inquired often about similar future offerings.

In El Paso, Texas, the same semester, Pam Herron was also teaching a new course, Introduction to Asian Studies. This class also had 25 students, the course cap. The students were an eclectic group, majoring in Linguistics, Criminal Justice, Metallurgy, Creative Writing, Education, Sociology, Anthropology, and several more. Another resounding success story, the class prompted five of the students to sign up for another Asian Studies class with the same instructor the next semester, and one of the students switched her minor to Asian Studies and was recently accepted to the UTEP Liberal Arts Honors Program. In Spring 2012 as well, at Johnson County Community College, Bill Stockton was teaching a new course on Chinese History; Portland Community College offered a pilot course on Chinese histories which attracted 72 students in two sections; and at UNC Asheville, a pilot for the Chinese Culture and the Humanities course (RELS 373) attracted 26 students.

All these innovations and changes were brought about by the fact that six colleges had been selected to participate in ASDP’s three-year UISFL grant, “ENHANCING UNDERGRADUATE CHINESE LANGUAGE AND CULTURE STUDIES.” The projected aim of the grant, which is mid-way right now, was to establish and accelerate the integrated development of undergraduate Chinese language and culture studies at these institutions. Four-member teams from each institution were chosen to participate in a two-week institute hosted by ASDP each of the three years that would result in a core course each year in addition to the infusion of significant Chinese content into three existing courses in other topics that would explore urbanization, migration or popular culture across the region.

ASDP today confronts continued financial hurdles. Although it has been successful in winning grants from various private and government organizations, the climate has been harsh especially given significant federal cutbacks and the uncertain economic conditions. Nevertheless, it is our expectation that ASDP will continue to be competitive in soliciting funding from both public and private sources and also seek new funding from foundations overseas.

Moreover, ASDP with its regional centers has developed a network of campuses across the U.S. A similar network involving partners in Asia should also be considered. As ASDP develops programs, it might try to bring in faculty who teach in Asia. ASDP programs then would not have just American based scholars, but scholars from Asia with whom we would study together forming a cohort that would enable us to learn collectively from each other. Along similar lines, we might consider inviting our own students to join these programs thereby having faculty and students exploring issues together. Finally, we might consider ways in which we can incorporate service learning into our ASDP activities. And when our programs include field study in Asia, in addition to learning from Asia, we might consider possible avenues in which we can give back and contribute to the societies we study.

ASDP has been an important program through which we have been able to infuse a more nuanced understanding of Asia into the undergraduate curriculum. The successes of the past will help strengthen our programs as we chart new paths over the next years.

Edward Shultz is the Dean of the School of Pacific and Asian Studies, University of Hawai‘i at Manoa and co-director of ASDP.

Innovation and Achievement: UISFL Title VI Grant

~Rachana Sachdev
the humanities and social sciences. There have been two years of summer institutes so far. As all of us who have attended institutes offered by ASDP can testify, success stories are not unusual for this group. Most of us have come back from our three weeks in Honolulu with course content and a plan which we have implemented right away. So what is so remarkable about this grant? Maybe it is the almost 100% success rate. Maybe it is the fact that administrators are not only supporting faculty development, they are committed to the advancement of new programs and initiatives at their campuses, resulting in measurable success. It is almost certainly the exponential effect of having twelve faculty members from each institution involved simultaneously in a project that has administrative blessing and support. The collaborations and synergistic development had been planned in advance with a two day core course workshop on each campus each year. As Peter Hershock reported, “One important outcome of these workshops, especially at the community colleges, was the beginning of serious discussions about how to integrate the three core courses in a way that would allow students to take these courses in any sequence and to nevertheless experience them as articulating a holistic introduction to Chinese culture and society, rather than three entirely independent courses.” As we all know, discussions of this nature, especially those that unite language, humanities and social science instruction as integrative units, are rare and can have significant positive outcome. In addition to fostering campus-wide involvement in sustainable curricular and program development, the grant enables cross-institutional collaboration and learning through the planning of a consortium-wide Language Pedagogy Meeting and a culminating Chinese Studies Conference. So the success stories might be the consequence of foresight and planning that come from thinking concretely about outcomes and figuring out a map for achievement that involves cross-fertilization, and multiple levels of responsibility and oversight. Since the institutions had already committed personnel and funds in advance to the development of this initiative, the attendance at the summer institutes has brought about visible and statistically significant outcomes from the very first year of the grant. The institutions are held accountable because they send annual reports that detail innovations in pedagogy, course development, curricular change and extracurricular programming.

Institutionally, the success stories continue with new programs and majors. Middlesex has approved a Liberal Arts and Sciences Global Studies Concentration with an Asian Studies Option with plans in Fall 2012 to approve a stackable certificate in Chinese Studies. At Mercer, the Stetson School of Business and Economics added a major in International Business to its array of majors and has added Chinese to its foreign language options for business majors and minors. Other colleges have initiated or instituted similar curricular changes at their campuses.

Non-curricular offerings continue and develop the change brought about by new courses and programs. Johnson County Community College has developed an Asian Culture series as part of the college’s Learner Engagement program. The talks will be presented monthly by Title VI team members. At Middlesex, an Interdisciplinary Weekend focused on “Connections Across Asia” brought together presentations by various Title VI grant members. Michael Rodman, professor of Psychology, gave a stimulating talk, “Socialization of Children in Chinese Families” bringing together Chinese philosophical traditions with psychological research done on parenting in China.

The success of each of these initiatives rests not just with the fact of their being offered for the first time at their institutions, though that in itself is significant, but with the impact on the students. Kimberly Lambert took Pam Herron’s “Introduction to Asian Studies” at UTEP last semester and is now enrolled in her “Humanities and Arts of China.” Kimberly is really grateful to the classes for the ways in which they have opened her up to new ways of thinking and being but also anticipates concrete benefits of these classes for herself and her fellow students. Coming to Asian Studies only as a senior, Kimberly has not had the opportunity to learn Chinese or to visit China, but she was excited to talk about the many learning possibilities within her Asian Studies classes and hopes to visit China some day in the future. Each of the pedagogical success stories has multiple stories of student transformations attached to it and that is what makes ASDP’s vision and the work of the six schools so valuable.

Rachana Sachdev is Associate Professor of English and Coordinator of Asian Studies at Susquehanna University.
Greetings ASDP Friends! Although I am indeed a very poor reporter, I just wanted to give you an overview of the outstanding 2012 EWC/EWCA International Conference held in Beijing from September 1-3. The theme for the conference was “Community Building and Leadership in Asia Pacific”. The whole experience did, in fact, contribute greatly to community building among all of those of us who were able to attend.

Approximately 300 scholars, officials, educators and business leaders from more than 25 areas all over Asia, the Pacific and the U.S. gathered on the campus of Peking University. Our friends at Beida were wonderful hosts and hostesses and the Yingjie Exchange Center made a beautiful venue for the many presentations and activities on the campus. The conference weekend was also move-in day for Peking University students and it was exciting to see many new future leaders arriving with their parents and with the kinds of high hopes and ideals in their hearts that belong to any new student at the greatest university in the land!

The conference featured more than 100 presentations and panels on current regional topics, including international relations, economics, environment, education, arts and culture, health, and much more. The Honorable Gary Locke, United States Ambassador to the PRC, gave one of the keynote addresses.

ASDP was well represented at the conference. Not only were the familiar faces of our leaders Ned Schultz, Terry Bilgake, Betty Buck and our ASDP Alumni Chapter President, Jessica Sheetz-Nguyen a welcome sight, but also several of the presenters were ASDP-ers. In fact, I think it is unarguable that one of the very best panels of the conference was Glimpses of Women in Asia: Interdisciplinary Perspectives. This panel was made up of ASDP scholars, with the single added speaker, Arfa Zehra of Forman Christian College in Pakistan. Linda Lindsey (Washington University, St. Louis) chaired the panel and made one of the presentations. Dona Cady (Middlesex Community College) and Jessica Sheetz-Nguyen (University of Central Oklahoma) joined Linda and Arfa.

In addition to the fine panel on Glimpses of Women in Asia, ASDP alumna Tracy Steele (Sam Houston State University) presented “Reducing Conflict and Enhancing Cooperation: Improving Cross-Strait Relations with Taiwan by Promoting Tourism Particularly Chinese Culture and History.” I’m sorry that I was unable to hear her presentation, because as all of you who know Tracy realize, she does such excellent work. I was able to join a panel chaired by ASDP-er and new President of ARCAS, Jeff Dippmann. We had a great time presenting alongside an environmental scientist and geographer in a panel on Cultural Approaches to Biodiversity.

I hope I didn’t overlook any ASDP colleague and I want to encourage all of you to attend one of these EWC/EWC international conferences in the future!

Ronnie Littlejohn is Professor and Chair of Philosophy and Director of Asian Studies at Belmont University.
Yixing has a long tradition of teapots that emulate objects of nature, creating a space for contemplation during the drinking of tea. Junya Shao creates teapots with contemporary ideas about beauty and form, reflecting a strong foundation in exquisite craftsmanship and careful attention to detail and design. She often combines contemporary imagery, such as a box of pencils, a backpack, a piece of wood, or bamboo, while remaining respectful of Yixing tradition and history. Her career began with an apprenticeship in Yixing followed by studies in fine art at Jingdezhen Ceramic College. She has received numerous awards in China, Korea and the United States, including the prestigious Gold and Silver prizes in National Ceramic Art Competition in China. Her work has been exhibited internationally.

Luo Xiaoping is an internationally renowned Chinese artist. He attended the Sculpture Department of Jingdezhen Ceramics College in 1983 and became a teacher of the Architecture Faculty of Tongji University, Shanghai after graduation. After five years as a teacher, he resigned from the university and set up Xiaoping Studio in Yixing, and has hosted ceramic artists from around the world, exposing them to the rich pottery traditions of Yixing. Since 1994, Luo Xiaoping has attended dozens of exhibitions at home and abroad and held his solo exhibitions in the United States, New Zealand and China. He has been awarded many domestic and international prizes for his work.

Dr. Llewellyn D. Howell is Emeritus Professor of International Management at Thunderbird School of Global Management in Glendale, Arizona, Senior Advisor for The PRS Group in Syracuse, NY, and President and CEO of Howell International, Inc., a political risk consulting firm in Glendale, Arizona. Since 1991 he has been the International Affairs Editor of USA Today Magazine, published by The Society for the Advancement of Education. He has worked for more than forty years in the fields of foreign policy, international relations, and cross-cultural communications. As Senior Advisor for Methodology for The PRS Group, Inc., Dr. Howell provides executive-level seminars on Political Risk and Country Risk assessment methodologies. Dr. Howell's publications include: Political Risk Assessment (2nd Edition 2008); The Handbook of Country and Political Risk Analysis (4th Edition 2007); War, Trade, Terrorism, Investment: U.S. Foreign Economic Policy in a 21st Century Context.
Teaching Asian Music to Liberal Arts Undergraduates

~Tina Spencer Dreisbach

Like many “accidental ethnomusicologists”, my background is in European classical music. However for many years I have enjoyed teaching an introductory World Music course, developing particular areas of interest in Irish and Asian music. To further my knowledge of Asia I participated in several summer programs including Robert E. Brown’s Center for World Music workshop in Bali and Java, 2004; the Freeman Institute for Japan Studies at Tokai University, Honolulu, 2005; and the 2006 ASDP Field Seminar in China with Frederick Lau, which centered on the performing arts. These rich experiences gave me confidence in teaching units on traditional Asian music and culture in my World class, and in bringing groups of Asian musicians to perform at our small northern Ohio campus.

However my goal of a full semester class on Asian Music was elusive until fall of 2011; my proposal had been approved but for various reasons another course was always needed. Last fall I finally had the chance to offer Asian Music (MUSI 220) to both Music majors and general undergraduates. It was a last-minute addition to the schedule, long after registration, so only six students could arrange to take it—this actually proved a great asset, allowing an informal atmosphere for me and the students to find our way together.

While an elective for music majors, the course had been approved for our core curriculum in two areas: Interpretive Methods (IM), classes which explore human experience through arts and humanities, and Experiencing the World (EW). My enrollment included three seniors (in Music, Political Science, and Nursing), a junior Computer Science major, and two sophomore Music majors.

For texts I used four volumes of the Oxford University Press series Expressing Music, Expressing Culture. The first was Bonnie C. Wade’s Thinking Musically (2004), which introduces general students to basic concepts such as melody, harmony, and rhythm in the context of non-Western music. The other texts were Music in China (2008) by Frederick Lau, Music in Japan (2005) by Bonnie C. Wade, and Music in Bali (2005) by Lisa Gold. I chose these largely based on my own interest and expertise. If I had time for one more text it would have been the volume on South India—however our college operates on a “split semester” calendar which breaks the 15 weeks into 12 and 3 week segments so I had only 12 weeks to cover the material. Meeting for a two-hour class twice weekly, we organized the time into a two week introduction when we discussed Thinking Musically, followed by the individual cultures. The last two weeks of the semester were individual presentations. Students had a calendar of preparatory reading and listening to musical examples, and they and I took turns leading discussion based on these daily assignments. Other tasks included quizzes on general knowledge of Chinese, Japanese, and Indonesian history, a research project (on topics we did not cover in class), and—perhaps surprising in a music class—the weekly writing of essays.

I try to incorporate substantive writing in all my classes and, like many liberal arts faculty, participate in a Writing Across the Curriculum program. My training as a musicologist also inclines me in that direction. I asked these students to produce a brief essay each week, exploring a topic that interested them from that week’s reading and discussion. This could relate to a culture’s music (a musical genre, instrument, individual musician) or a related topic drawn from history, visual art, drama, dance, literature, religion, philosophy. Required length was just one or two pages, followed by a list of sources; at least some essays had to cite the multi-volume Garland History of World Music.

Student presentations based on individual research were the culmination of the class. Topics included traditional vocal and/or instrumental music of Laos, Korea, Malaysia, Tibet, Bhutan, and Azerbaijan (we extended our focus to accommodate this student’s Middle Eastern interest). The Malaysian project was presented by an international student who was exploring her own cultural traditions, previously largely unfamiliar to her. Like many Asian young people she had studied only Western piano.

Our library has a large collection of international music on compact disc, so I also asked each student to present in-class reviews of three recordings of Asian music of their choice. This was enjoyable for all of us as they played excerpts of their favorite music from each album. Popular music was acceptable as long as it had traditional elements (e.g., using or imitating instruments or song styles from the culture).

A highlight of the semester was a concert on our campus by the Cleveland Chinese Ensemble, titled Admiration of the Autumn Moon: A Concert of Music for the Mid-Autumn Festival.
This featured a wide variety of ancient and modern pieces on traditional wind, string, and percussion instruments. My students were required to attend which they all did with enthusiasm, talking with the musicians and trying the various instruments. We had previously done a little hands-on playing in our classes with instruments from my own collection such as Japanese shakuhachi and suling flutes from Indonesia.

The small size of the class and the intense, whirlwind journey through several—to most of us, exotic—cultures created a strong bond in our learning group. Organizing and being part of this Asian Music course was a great pleasure which I hope to repeat soon.

Tina Spencer Dreisbach is Associate Professor of Music at Hiram College.

Ai Weiwei: Never Sorry
~Jan Arabas

Most Westerners know little about the struggles for freedom led by Chinese dissidents, or the harsh retribution they so often face. This is an emotionally powerful, persuasive film about Ai Weiwei, an important contemporary artist who has become the face of Chinese dissidents for many around the world. Before Chen Guangcheng escaped from house arrest and to the US, Ai Weiwei called for honesty and justice through his artworks and through his social media account on Twitter. He led an investigation into the earthquake disaster in Sichuan province that buried hundreds of children under the rubble of their shoddily constructed schools. This led to a beating that almost killed the artist, and to a secret detention for 81 days.

Alison Klayson met Ai Weiwei while working as a journalist in China and gained unprecedented access to him over a period between 2006 and 2010. Her documentary reflects this with candid footage of Mr. Ai’s personal and family life and intimate discussions of his work and his strong belief that social media, like Twitter, can lead China to a new period of openness and respect for human rights. The audience at the Boston independent Film Festival screening of Klayman’s film built clear emotional connections to Ai Weiwei, as evidenced by the thunderous applause and almost universal wearing of the Never Sorry film button immediately following the screening. The film offers an unusually intimate insight into the life of an inspirational leader. For more information about Ai Weiwei: Never Sorry, visit the film website at http://www.aiweiweineversorry.com/index.html.

Ai Weiwei is China’s most famous international artist, and its most outspoken domestic critic. Against a backdrop of strict censorship and an unresponsive legal system, Ai expresses himself and organizes people through art and social media. In response, Chinese authorities have shut down his blog, beat him up, bulldozed his newly built studio, and held him in secret detention.

Jan Arabas is Professor of Art at Middlesex Community College.

Hirshhorn Museum, Smithsonian, Washington DC

This exhibition demonstrates Ai Weiwei’s broad artistic practice and includes sculpture, photography, audio, video, and site-specific installations. Many of his works employ simple forms and methods that evoke and play with notions of conceptual and Minimal art, while others manipulate traditional furniture, ancient pottery, and daily objects in ways that question cultural values and political authority. More recent works address his ongoing investigation into the aftermath of the 2008 Sichuan earthquake as well as his detention and continual surveillance by Chinese authorities. In each piece, Ai emphasizes the value and place of the individual within society.
ARCAS-LUCE Chinese Diaspora Grant
~George Brown

On a sunny summer morning in June, eight intrepid scholar-travelers assembled in Honolulu at the beginning of a five week academic adventure in Singapore, Indonesia, and Malaysia. Our group, representing ASDP alumni from Arkansas, California, Hawai‘i, Kansas, Massachusetts, Pennsylvania and South Carolina, and led by Joe Overton and George Brown, was embarking on an exploration of the Chinese diaspora experience in Southeast Asia through a generous grant from the Henry Luce Foundation awarded to the Association of Regional Centers for Asian Studies (ARCAS).

Over the next five weeks, we were on the road nearly constantly, traveling by plane, bus, train, van, car, and foot, visiting numerous cities, towns, historic sites, universities and temples, and clan, region, dialect and same name associations scattered through Singapore, Java, West Kalimantan (Borneo) in Indonesia, and in Sarawak (Malaysian Borneo) and peninsular Malaysia. We met with some of the top scholars in Southeast Asian Studies, including Wang Gungwu, Leo Suriadinata, Terrance Gomez, and UH’s own Leonard and Barbara Andaya. We had close encounters with our cousins the Orang Utan (not part of the Chinese overseas community), met with business entrepreneurs, academics from numerous institutions, actors, artists, Buddhist priests, Catholic priests, an Imam, an evangelical Christian pastor, people who practice spirit possession (tangki), a gay activist, feminists, a master puppet maker, and the mayor of Sinkawang, all of whom are part of the Chinese overseas community in this region.

We experienced incredibly warm and generous greetings from a long list of people that we can only begin to thank. We learned about the rich variety of Chinese communities, most of whom emigrated from distinctively different language groups in coastal southern China, and who have settled under quite different conditions in cities and towns scattered throughout these countries. We learned through our conversations, lectures, readings and experiences about the very different economic, social and political conditions of different Chinese communities in these three countries. And finally, after 40 plus days of constant travel, we flew back across the pacific and reassembled in beautiful Honolulu for a few days in late July to rest, recuperate, reflect, and to plan out the scholarly and curriculum development projects that we are generating through this experience.

We would like to publically thank the Luce Foundation for providing us with the funding that made this wonderful experience possible, to thank the Center for Southeast Asian Studies at the University of Hawai‘i-Manoa and it’s Director, Steve O’Harrow for their support, advice, and the use of their facilities. We thank ASDP for bringing us all together and thank ARCAS, and especially Joe Overton, Ronnie Littlejohn and George Brown for writing the grant that funded us. Finally, we want to thank our many friends in Singapore, Indonesia, and Malaysia that helped us to organize our travel, accompanied us to numerous sites, and who shared their learning, their life experiences, and their warmth, hospitality and friendship with us on our journey.

L to R: Lynn Marie Alexander, Nancy Simpson, Jeff Allender, George Brown, Cheryl Souza, Bob Eng, Jan Arabas, and Joe Overton.

George Brown is Professor and Chair, Department of Political Science and Director of Asian Studies at Slippery Rock University of PA.

Dr McDougall is recognized as a leading expert on online advertising and online marketing analytics, specifically Chinese digital marketing. After living in China for eight years, he founded SinoTech Group, a social media intelligence vendor and then founded Digital Jungle, a socially led, digital marketing Agency. Both commenced in Beijing, China and have significantly grown with the expansion into Shanghai and Hong Kong markets. He also sits on the Board of ad:tech China and on a number of other Chinese Internet start-ups.

The 1.3 billion Chinese have been a very attractive target market for western companies for a long time now. But the social media landscape which is still very new to human existence is a different ball game altogether in China. This book attempts at answering some of the questions related to the proliferation of Twitter, YouTube and Facebook in China, particularly as marketing tools for western products. Over 500 Million Chinese have access to the web today, a number that is steadily growing.

As the blurb announces, the major intention of the book is to provide some knowledge about the Chinese social media to the businesses interested in exploring the Chinese market: “For many Western marketers, the prospect of working within the Chinese social media market is a daunting one. Not only is there a natural language barrier, there is also the additional pressure of navigating within an unfamiliar social networking environment. This book will walk you through the Chinese Internet landscape and then drill down into the social media platforms that marketers need to consider when engaging with a Chinese audience. You will be offered practical, common sense approaches on how to work with Chinese social media sites like Renren, Kaixin, Sina Weibo and many others.”

Listing of key western and Chinese social Media platforms:

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<th>Western Version</th>
<th>Chinese Version</th>
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<td>Twitter</td>
<td>Sina Weibo</td>
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<td>YouTube</td>
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<td>Foursquare</td>
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<td>Pinterest</td>
<td>Meilishuo</td>
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<td>Facebook</td>
<td>Renren</td>
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The book defines one of the biggest differences between the Western social media and the Chinese social media as being the user demographic. The Chinese platforms are used by very specific demographics (for example Qzone is mostly used by teenagers), unlike the western counterparts which are used by people from all age groups.

The social networking phenomenon is dramatically changing the way people behave and consequently, it offers new challenges and opportunities to the global media. These platforms could go on to bring a lot of change in the social structure of this country that has been kept hidden from the western civilization for a long time. Having spent a considerable time in China, Mathew asserts that a push model will not work; social media in China will have to be built on the principle of a two way conversation.

If your interest is in marketing, social media or China, this book is a good read to understand the Chinese situation a little bit more.

*Amresh Kumar is Assistant Professor of Marketing at Susquehanna University.*
Community College of Philadelphia (CCP) became an ASDP Regional Center in 1998, with a formal inauguration featuring Roger Ames and Thomas Kasulis giving round-the-clock presentations on China and Japan to hundreds of interested faculty and students gathered in our Large Auditorium. The inauguration was followed in November 1998 by a seminal NEH four-day workshop held in Kirkridge Retreat Center in the Poconos on the theme “Africa/East Asia: Challenging Cultural Faultlines.” The CCP participants in 1998 formed a core group, providing their colleagues with opportunities to learn and teach about Asia: Pairat Sethbhakdi whose picture was included in the last ASDP Newsletter while attending a 1997 ASDP Infusion seminar; David Prejsnar, who teaches Japanese culture and world religion courses; and Diane Freedman who went on to become a Genji devotee and the Mid-Atlantic AAS Executive Secretary for many years.

The next highlight of collaboration between Community College of Philadelphia and ASDP (and also the Japan Studies Association) occurred in Hiroshima in 2003. “Reconsidering Hiroshima and Nagasaki,” supported by Hiroshima Mayor Akiba and the Hiroshima Peace Culture Foundation, included discussions of Japanese aggression as well as of the tragic horror of the bombings.

In the summer of 2012, Community College of Philadelphia acted as a cluster leader bringing faculty from Camden County College and Harrisburg Area Community College to the East West Center and to Lincoln Hall. The Bridging Cultures Seminar was a keystone event of a new NEH/ASDP collaboration. To CCP’s ASDP Regional Center Director, Fay Beauchamp, that represented a full circle, because it was as early as 1995 at an NEH/ASDP Summer Institute on Japan that she first met Betty Buck and Peter Hershock and became re-introduced to Japan where she lived from age one to three (and henceforth never could speak English straight).

My friend Lakshmi Gudipati touching a commemorative bell in the Hiroshima Peace Park became a symbol of intercultural interaction and understanding. Lakshmi went on to lead a student group to India with David Prejsnar in 2009 and most recently attended an ASDP Infusing Seminar in 2011.

We have tried to pull away from our love of the Humanities – Confucianism with Roger, the Yijing with Henry Rosemont -- and to reach out to colleagues new to Asian Studies. In May of 2011, CCP organized a “China and the Global Economy” Workshop in Shanghai, Hangzhou, and Wuhu funded by a U.S. Department of Education Title VI BIE grant.

At Zhejiang University in Hangzhou we were hosted by a past ASDP Regional Center Director, Greg Moore (pictured left, back row, third from the left).

If the women on the left in the front row look familiar, it is because Lyn Buchheit (ESL), Joanne Patti (Computer Technologies), and Nancy Carr (Marketing and Management) all presented at the 2012 ASDP National Conference in Seattle.
Asian Studies Conferences—Brief Listing

There are a few good websites that post information about a number of conferences.

Asian conferences: [http://www.conferencealerts.com/asia.htm](http://www.conferencealerts.com/asia.htm)

AAS regional conferences: [http://www.asian-studies.org/conferences/regionals.htm](http://www.asian-studies.org/conferences/regionals.htm)

Selected US and Asian Conferences:
[http://www.asian-studies.org/conferences/conferences.htm](http://www.asian-studies.org/conferences/conferences.htm)

Conferences on Southeast Asia: [http://mblog.lib.umich.edu/CSEAS/archives/conferencesworkshops/index.html](http://mblog.lib.umich.edu/CSEAS/archives/conferencesworkshops/index.html)

Here are some upcoming dates for events that might be of interest to ASDP alums:

**Transnationalism, Gender Hierarchies, and Masculinity in Asia**
Asia Research Institute, National University of Singapore, March 11-12, 2013

**Association for Asian Studies Annual Conference**
San Diego, CA, March 21–24, 2013
Link: [http://www.asian-studies.org/Conference/index.htm](http://www.asian-studies.org/Conference/index.htm)

**ASIANetwork Annual Conference**
APRIL 12-14, 2013, Nashville Tennessee, Sheraton Nashville Downtown
[http://www.asianetwork.org/conferences/annual-meeting/](http://www.asianetwork.org/conferences/annual-meeting/)

**Association for Asian American Studies**
Seattle, Washington, April 17-20, 2013
Link: [http://aaastudies.org/content/](http://aaastudies.org/content/)

**South Asian Studies Association**
University at Albany SUNY, April 19-21, 2013
Link: [http://www.sasia2.org/index.html](http://www.sasia2.org/index.html)

**Healing, Belief Systems, Cultures and Religions of South and Southeast Asia**
Fifth SSEASR Conference, Manila, Philippines, May 16-19, 2013

**The Asian Conference on Cultural Studies**
Osaka, Japan, , May 24-26, 2013
Link: [http://www.accs.iafor.org](http://www.accs.iafor.org)

Development, Global Shaping, and the City: The Impact of the Great Western Development Strategy on Three Provinces of Northwestern China
ISA HARRISON, Central Washington University
MEREDITH HOUCK, University of North Carolina-Ashville
NAUSHIN JIWANI, New College of Florida
RICHARD MACK, Central Washington University
JENNIE WELCH, Bucknell University

The Canon and the Refle(ct)sx: Narrating a Modern City in South Asia
ASHISH NANGIA, Indo Global Education Foundation

Resistance, Adaptation, and Transformation: How Global Forces Shaped Religion in South Asia
KOUSHIK GHOSH, Central Washington University
DIPANKAR PURKAYASTHA, California State University, Fullerton
THOMAS TENERELLI, Central Washington University

Film and Politics: Visualizing War; Affirming Peace Provisions
JULIA QUINCY, Harvard Law School

Critical and Popular Reception in China of the Films on the Nanjing Massacre
LI PU, Slippery Rock University

Literary Responses to Colonialism. Imagery and Interiority of the "Real" Chinese: A Feminist Postcolonial Reading of Eileen Chang's "Love in a Fallen City"
BI-LING CHEN, University of Central Arkansas

Connecting East and West: Shway Yoe's Burman
STEPHEN KECK, American University of Sharjah

Reviewed by RACHANA SACHDEV, Susquehanna University
Alumni Updates and Newsbits

I spent June 2009 at the East-West Center for "Infusing Asian Studies into the Curriculum," and have run a small Asian Studies program at the University of North Carolina at Pembroke (UNCP) since fall 2009. Along with an Asian Studies minor, we now offer beginner and intermediate-level Chinese courses, and have received a $5000 "100 Free Books on Japan" grant from the Nippon Foundation in February 2009 and a $1000 grant from the Northeast Asia Council of the Association for Asian Studies to boost our Japanese Studies collection. In spring 2011 and spring 2012, two professors from Duke (Anne Allison and Leo Ching) came to talk to students about Japanese youth culture and superheroes in Japanese postwar films.

Since fall 2011, the UNCP Genshiken Japanese anime and manga club has been in operation, boasting over 30 committed students. Since spring 2011, we have held an annual Japanese pop-culture festival, with this year's one called "Chibi-Con." Starting January 2012, I have served as a member of Cohort II of the US-Japan Network for the Future, which connects American and Japanese academics and policy-makers on issues related to the US and Japan. Last week's meetings in Washington were held at the Honda DC office, where we received updates on issues facing our two countries, such as economics (TPP), politics, energy, 311 disaster reconstruction, security, and history questions. We also learned how we can increase students' participation in study abroad programs to Japan, and where to find resources to support the representation of Japanese-related studies at our universities.

In September at the EWC Beijing International Conference, I will give a presentation on two aspects of US-Japan soft power relations where I will discuss the Network and Japan's pop-culture strategy. In February 2013, the University of British Columbia Press will publish my first book, "Japanese 'Avant-Garde' Propaganda in Manchukuo: Modernist Reflections in the New State, 1932-1945," whose publication is being funded by generous subventions from the Japan Foundation and the Association for Asian Studies.

These are only a few of the things that alumni can do with support from their universities, AAS, the Japan Foundation, and other organizations which have an interest in bolstering Japanese studies during a time when China is increasingly gaining attention. You don't have to be from a huge Research I institution to receive these grants—you just have to know where to look, be entrepreneurial, and connect with others at your university and outside.

Annika A. Culver, Ph.D.
Assistant Professor of Asian History
Asian Studies Coordinator
University of North Carolina at Pembroke (UNCP)
US-Japan Network for the Future, Cohort II

Philip Cantrell, a 2009 alum of the ASDP’s Institute on Infusing East Asia into the Undergraduate Curriculum, is the co-author of a chapter on China, titled "China: Center or Periphery?" for a forthcoming revised edition of a new world history textbook, The How and Why of World History (Kendall Hunt, Fall 2012).

Encountering China: Early Modern European Responses, co-edited by Rachana Sachdev and Qingjun Li, has been published by Bucknell University Press in October 2012. Also featured in this volume are essays by ASDP alums, Ronnie Littlejohn and Terry Logan Mazurak.

Paradise Valley Community College Update

Paradise Valley Community College (PVCC) is hosting a Fulbright Scholar-in-Residence, Dr. Mei Ling Wong, for the 12/13 academic year. Dr. Wong's an Associate Professor in the Industrial Engineer & Management Department at National Chinyi University of Technology, Taipin, Taichung, Taiwan, R.O.C. While at PVCC she is teaching in the economics department. She is looking forward to attending the upcoming ASDP National Conference in Phoenix, AZ, and meeting the extended network of alumni.
Having spent two summers in Singapore, I’ve grown very fond of this garden state. Singapore’s attraction to me lies not just in its beauty, but also in its location, academic freedom and unrivaled resources for Asian studies. It’s a stepping stone to the rest of the Southeast Asia, and much of the Asia-Pacific region is just several hours away.

Singapore’s top two universities—the National University of Singapore (NUS) and Nanyang Technological University (NTU)—offer various programs in Asian studies. In NUS alone, there are quite a few Asia-related divisions including East Asian Institute, Asia Research Institute, Institute of South Asian Studies, and Department of Southeast Asian Studies. The Lee Kuan Yew School of Public Policy is also a major research center for many Asia-related issues. A separate Institute of Southeast Asian Studies is located adjacent to the NUS main campus.

Under the leadership of its founding father, Lee Kuan Yew, Singaporeans built this third world backwater into a first-rate society within a couple of decades. Singapore gained independence from Malaysia in 1965. By the 1980s it had become one of the four Asian “tigers”. Its emphasis on education has certainly played a key role in Singapore’s success. Today while many parts of the world are still reeling from the recession, Singapore’s economy continues to grow impressively and the city-state remains a very dynamic financial and trade center in the Asia-Pacific region.

Like many other countries, Singapore also faces tremendous challenges at home, such as a growing income gap, tensions between local residents and some new immigrants, and a declining fertility rate. Singapore’s current fertility rate is estimated to be 0.78 children per woman in 2012, the lowest in the world and well below the 2.1 needed to replace the population.

Not considered a democracy by the Western standard, Singapore nevertheless attracts people from near and far, and Singaporeans are extremely proud of their achievements. To attract foreign talents in order to partially compensate for its declining labor force, the Singaporean government has offered many incentives for foreign professionals such as a less cumbersome procedure to become permanent residents, high salaries and housing subsidies. Many professionals from Europe, North America, China and India have emigrated to Singapore. Out of its population of some 6 million people, over one third are permanent residents or foreign workers. A truly harmonious melting pot, the Chinese, Malays, Indians, and people of many other ethnic and religious backgrounds live side by side here.

Singapore offers a fertile ground for research in many fields of social sciences and humanities. For political scientists like me, Singapore is a great place to study international relations. At the time when many of China’s neighbors become concerned about its rising power and when the United States decided to “return” to Asia after a decade of wars in the Middle East, Singapore has managed to maintain close relations with both great powers. Singapore is well-liked in the world and enjoys good relations with countries around the world.

Friends told me that Singapore was poor in the 1960s and early 1970s. During National Day parades in those years, some students even collapsed due to malnutrition—something that today’s children can hardly believe. The Singapore story from rags to riches continues to inspire many developing countries. Even North Korea wants to learn from Singapore as its new leader cautiously introduces reforms in North Korea. In May 2012 North Korea’s nominal head of state Kim Yong-nam visited Singapore to explore ways to attract foreign direct investment.

On a lighter note, one will find that food in Singapore is simply wonderful with limitless choices. For cheap eats, one may try the many hawker centers where a variety of inexpensive foods can be found, though these large food centers are mostly without air-conditioning. Luckily most shopping centers or malls have food courts inside. There are also many high-end restaurants which are frequented by both locals and tourists. While in Singapore one may also wish to try the many fruits that cannot be found in the United States. For example, durian, considered as the “king of fruits” in Southeast Asia, has a uniquely strong (some say repulsive) odour which will turn many people away. Yet those who have tried it all say that it tastes great.

Singapore is also very family-friendly. For those who wish to bring their families, you can really enjoy the best of both the East and West. The beautiful botanic garden right next to
Singapore – A great place for Asianists

~Zhiqun Zhu

the Bukit Timah campus of the NUS is open all year round and free. It also hosts concerts in the open and maintains a special children’s garden. The Night Safari at the Singapore Zoo offers you the opportunity to have a close encounter with hundreds of animals from different parts of the world.

The newly opened Universal Studio of Singapore is obviously a popular attraction for families. The Sentosa Island, where the Universal Studio is located, also features beaches and entertainment events. In Singapore, one can easily find many more cultural and educational opportunities for kids of all ages.

Zhiqun Zhu is MacArthur Chair of East Asian Politics and Associate Professor of Political Science and International Relations at Bucknell University.

ASDP Calendar

FALL 2012

September 28-29, 2012. Chinese Histories: A Faculty and Program Development Workshop. Johnson County Community College, Kansas City, KS. Funded by a U.S. DOE UISFL grant. Contact: Sheilah Philip. Email: sphilip@jccc.edu


October 4-6, 2012. Rising China: Economic, Geopolitical, Environmental and Cultural Dimensions of China’s (re) Emergence as a Global Superpower. Slippery Rock University, Slippery Rock, PA. Funded by a Freeman Foundation grant. Contact: George Brown. Email: george.brown@sru.edu

October 16, 2012. Cultural Pluralism in China: The Linked Development of Medicine and Heritage. A Distinguished Lecture by Judith Farquhar (University of Chicago), hosted in collaboration with the County of Baltimore Community College, Baltimore, MD. Funded through an NEH Bridging Cultures at Community Colleges grant. Contact: Annie Nguyen. Email: nguyen@ccbcmd.edu

October 18-20, 2012. Colonial Legacies in Asia: Perspectives from History, Literature, Philosophy, Religion and Politics. University of Central Arkansas. Conway, AK. Funded by a Freeman Foundation grant. Contact: Maurice Lee. Email: mauricel@uca.edu

October 22, 2012. Female Status: A Defining Characteristic of Southeast Asia? A Distinguished Lecture by Barbara Andaya (University of Hawaii), hosted in collaboration with the City College of San Francisco, San Francisco, CA. Funded through an NEH Bridging Cultures at Community Colleges grant. Contact: Barbara Lass. Email: blass@ccsf.edu

November 2, 2012. Puppets, Politics, and Culture: Courtly Propaganda, Islamic Saints, and Fighting Terrorism with Puppet Shows in Southeast Asia. A Distinguished Lecture by Kathy Foley (UC, Santa Cruz), hosted in collaboration with Middlesex Community College, Lowell, MA. Funded through an NEH Bridging Cultures at Community Colleges grant. Contact: Dona Cady. Email: cadyd@middlesex.mass.edu

November 30-December 1, 2012. Chinese Histories: A Faculty and Program Development Workshop. Portland Community College, Portland OR. Funded by a U.S. DOE UISFL grant. Contact: Tom Huminski. Email: thuminsk@pcc.edu

December 7-8, 2012. Windows on Culture, Doorways to Understanding: Viewing China through Architecture. A Distinguished Lecture by Jerome Silbergeld (Princeton), hosted in collaboration with the Johnson County Community College, Overland Park, KS. Funded through an NEH Bridging Cultures at Community Colleges grant. Contact: Sheilah Philip. Email: sphilip@jccc.edu
**SPRING 2013**

February 11, 2013. *Landscapes of Home and Memory in Chinese Literature and Film*. A Distinguished Lecture by Ban Wang (Stanford), hosted in collaboration with the Community College of Philadelphia, Philadelphia PA. Funded through an NEH Bridging Cultures at Community Colleges grant. Contact: Faye Beauchamp. Email: fay.beauchamp@gmail.com

February 15-16, 2013. *Chinese Histories: A Faculty and Program Development Workshop*. Middlesex Community College, Lowell, MA. Funded by a U.S. DOE UISFL grant. Contact: Dona Cady. Email: cadyd@middlesex.mass.edu

February 18-19, 2013. *Chinese Histories: A Faculty and Program Development Workshop*. University of Texas, El Paso. Funded by a U.S. DOE UISFL grant. Contact: Tom Schmid. Email: tschmid@utep.edu

February 28 to March 2, 2013. *The 19th Annual ASDP National Conference*, Phoenix, AZ. Contact: Michele Marion. E-mail: michele.marion@paradisevalley.edu

April 4-6, 2013. *China Symposium*. Tulsa Community College, Tulsa, Oklahoma. Contact: Cherie Hughes. Email: cdhughes@tulsacc.edu

**SUMMER 2013**


June 3-22, 2013. *China Field Seminar*. Various locations, PRC.

July 1-12, 2013. *Contemporary Chinese Society and Culture*. UISFL Title VI project on Chinese Language and Culture Studies. East-West Center, Honolulu, HI.

July 22-August 9, 2013. *Infusing Asian Studies into the Undergraduate Curriculum: Art, Religion, and Politics in Asia*. East-West Center, Honolulu, HI.

Please check the ASDP website for information and application details.


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Asian Studies Development Program
INFUSING ASIAN STUDIES INTO THE UNDERGRADUATE CURRICULUM
July 28-August 14, 1998
University of Hawaiʻi and the East-West Center
Honolulu, Hawaiʻi

Front Row (Left to Right)
Carleen Leggett, Olusoji Akomolafe, Donna Bechis, Jan Cummings,
Femi Ajanaku, Sunita Peacock, Liahna Babener, Minna Doskow,
Susan Bakewell, Wendy Nohara, Sherry Adams

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Nancy Hume, Susan Hult, Edward Kies, Ely Marquez,
Abigail Hemingway, Carolyn Kadel

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Earle Clowney, George Shardlow, Mary Lawson,
Joyce Bremer, Taylor McGlawn

Back Row (Left to Right)
Peyton Paxson, Timothy Buthod, Grant Otoshi, George Brown,
Michael Golden, Rudolph Stoeckel, Sandra Handler
Memory Lane—Summer 2012
Next Newsletter

The next issue of the ASDP Alumni Newsletter will be published in March, 2013. Our plan is to include:

- list of scholarly publications by ASDP alums
- articles about major ASDP new initiatives
- information related to individuals who have participated in ASDP programs
- news about events and activities occurring at colleges and universities which have participated in ASDP
- profiles of ASDP Alumni and ASDP Programs at local institutions
- interviews with members of the ASDP family
- a calendar of upcoming Asia-related Workshops, Seminars, and Institutes
- updates on East-West Center Alumni Association news and events
- a book review
- a film review
- articles on pedagogy
- news from Asia

Please send us information and articles relevant to the interests of the alumni.

Mahalo. You will see us again in March.

Submission Deadline: March 1, 2013