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## Japan's Postwar Cultural Diplomacy

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### Abstract

What kind of national image has Japan sought to project to the world through its cultural diplomacy? Japanese cultural diplomacy has undergone five very different stages of evolution in this regard, which are traced in this paper. The fifth and present stage is characterized by cultural exchange with the aim of achieving peace by preventing violent conflicts and having to cope subsequently with their psychological consequences. Several examples of such exchanges are given, e.g. of Japanese artists with those of regions devastated by violent conflicts. They all show that democracy building and economic reconstruction should be accompanied by restoring cultural traditions, thus restoring a people's pride in itself and their culture.

### Zusammenfassung

Welches nationale Bild wollte Japan durch seine kulturelle Diplomatie der Welt vermitteln? Die japanische Kultur-Diplomatie vollzog sich in dieser Hinsicht in fünf sehr unterschiedlichen Entwicklungsphasen, die in diesem Papier nachgezeichnet werden. Die fünfte und gegenwärtige Phase ist gekennzeichnet durch einen Kulturaustausch, der den Frieden befördern soll, indem er kriegerische Konflikte verhindern und deren psychologische Folgen bearbeiten hilft. Das Papier liefert mehrere Beispiele für einen solchen kulturellen Austausch, z.B. zwischen japanischen Künstlern und denen von Regionen, die durch kriegerische Auseinandersetzungen zerstört wurden. Diese Beispiele zeigen alle, dass der Aufbau von Demokratie und wirtschaftlichen Strukturen begleitet werden sollte durch die Wiederbelebung kultureller Traditionen, die auch den Stolz eines Volkes in diese Traditionen wieder herstellt.

### About the Author

Kazuo Ogoura studied Law at the University of Tokyo. He then worked in the Japanese Ministry for Foreign Affairs in different positions. 1994-1995 he was Japanese ambassador to Vietnam, after this he became Deputy Minister for Foreign Affairs. From 1997-1999 Kazuo Ogoura was ambassador to the Republic of Korea, 1999-2002 to France. He was also a visiting professor at the University of Tokyo and after 2002 became professor at the Faculty for International Relations and Economy at Aoyama Gakuin University. Since October 2003, Kazuo Ogoura is First President of the Japan Foundation ([www.jpff.go.jp](http://www.jpff.go.jp)).

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## About the Center for Area Studies

The Center for Area Studies unites the competence that exists in different research networks in the humanities and social sciences at Freie Universität Berlin. Traditionally, a major focus at FU has been placed on North America, Latin America, Eastern Europe, East Asia and the Middle East. Today, also the other regions of the World like Western Europe or Afrika are taken into account.

CAS's scientific purpose is to analyze transcultural phenomena and processes with an interdisciplinary approach.

The foundation of a Center for Area Studies is an additional milestone in the development of Freie Universitaet Berlin as a center of disciplinary-based and interdisciplinary-connected research in various fields of area studies.

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