

CONTENTS

1 Introduction: Why Language Matters in Soft Power Kayoko Hashimoto	1
Part I Cool Japan and Japan's Soft Power	13
2 Cool Japan <i>Versus</i> the China Threat: Does Japan's Popular Culture Success Mean More Soft Power? Gerry Groot	15
3 Cool Japan and Japanese Language: Why Does Japan Need "Japan Fans"? Kayoko Hashimoto	43
Part II Japanese Language and the Historical Construction of Asia	63
4 Japanese Language Education in the Greater East Asia Co-prosperity Sphere and the <i>Kokuji Mondai</i> (National Script Problem) Astghik Hovhannisyan	65

5	Media and Cultural Policy and Japanese Language Education in Japanese-Occupied Singapore, 1942–1945	83
	Masakazu Matsuoka	
Part III	Japanese Language Teaching in Asia	103
6	Japanese Language for Trainee Nurses from Asia: The EPA Scheme as a Missed Opportunity	105
	Rika Kusunoki	
7	The Roles of Native Japanese Speaker Teachers in Japanese Language Programmes at High Schools in South Korea, Indonesia and Thailand	123
	Kaoru Kadowaki	
8	Japanese Pop Culture as a Motivating Factor for Japanese Language Learners in Qatar	141
	Aiko Nemoto	
Part IV	Japanese Language and Learners' Empowerment	157
9	Japanese Language in the Wake of Hong Kong's Umbrella Movement: Is It a Form of Soft Power?	159
	Kazuyuki Nomura and Takako Mochizuki	
10	Accessing the Soft Power of Japanese Language in Australia: Young Korean Migrants Studying Japanese as a Foreign Language	179
	Esther Lovely	
Index		201