

# Branding Japan:

Cultural Challenges and Opportunities in 2015

## Nancy Snow

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Jan. 13 (Tue): 18:30 – 20:00

Sophia University Yotsuya Campus, Room 10-301

As a former cultural affairs specialist at the United States Information Agency, Nancy Snow was involved in “telling America’s story to the world.” This talk will focus on how Japan is telling its story to the world – both the official and unofficial sources of stories – and what specific cultural challenges and opportunities arise from a post-3/11 and pre-2020 era. 2015 is the 70th anniversary of the end of World War II and the 50th anniversary of the normalization of relations between Korea and Japan. This year may be the best opportunity for Japan to roll out a new direction in its nation brand. If you think that it is essential that Japan better tell its story regionally and internationally and involve more of the public in shaping its storytelling, then this talk is for you.

Nancy Snow holds a doctorate in international relations from American University in Washington, D.C. She is an Abe Fellow and Visiting Professor at Keio University’s Institute for Media and Communications Research (MediaCom) and advisor to Langley Esquire public affairs firm in Tokyo. Author and editor of nine books, Snow is completing a book on nation brand Japan. Dr. Snow is Professor Emeritus of Communications at California State University, Fullerton and has been a visiting professor in China, Israel and Malaysia as well as the University of Southern California and Syracuse University. In 2012 Dr. Snow was a Fulbright scholar at Sophia University where she taught courses on American Foreign Policy and American Culture. Reach her at <http://www.nancysnow.com>.

Lecture in English / No registration necessary