

## Hong Kong – Japan Connections: In the Air and On Campus



On February 5, 1955, a Japan Airlines DC-6B propeller plane touched down at Hong Kong's Kai Tak Airport carrying passengers on Japan's first commercial flight to Asia after World War II. For the past 60 years, JAL has been connecting Hong Kong and Japan both by air and through the opportunities it offers our students.

Japan Airlines not only connects us to Japan by air, it also presents Hong Kongers with carefully selected images of Japan through its advertising. "JAL's Early International Advertising" features research by Dr. Yoshiko Nakano of the Department of Japanese Studies, School of Modern Languages and Cultures. In the first part of the exhibition, Dr Nakano looks at the images of "Japan" portrayed in the advertisements JAL devised to promote its first international services to San Francisco and Hong Kong. The ads, which span the 1950s to the 1970s, reveal a gradual shift away from the use of American cultural stereotypes of Japan to images that are designed to appeal to a local, Hong Kong customer base.

The second part of the exhibition shares the stories of HKU students and graduates who have participated in the various opportunities - scholarships, internships, graduate employment - JAL has offered our university over the last four decades.

The Department of Japanese Studies was established in 1985 and is celebrating its 30<sup>th</sup> anniversary in 2015. (<http://www.japanese.hku.hk/>)



SCHOOL OF  
**MODERN LANGUAGES AND CULTURES**  
FACULTY OF ARTS, THE UNIVERSITY OF HONG KONG  
**Department of Japanese Studies**

## JAL Scholarship Program

Launched in 1975, the JAL Scholarship Program invites college students from across Asia and Oceania to Japan every year and provides them with opportunities for workshops and cultural interchange. Through these activities, the Program aims to enhance their understanding beyond national borders. The Program also aims to develop young men and women who will assume future leadership roles in the region.

Management of the Program was taken over by the JAL Foundation in 1990. The Foundation has been working to improve the Program's content each year, in tune with the changing times. A total of 1,514 overseas students have benefited from the Program to date, including 25 students from the University of Hong Kong.

Only one student enrolled at a Hong Kong tertiary institution is selected to participate in the Program every year. Other countries and regions participating in the Program include Australia, Cambodia, China, Guam, India, Indonesia, Korea, Laos, Malaysia, Philippines, Singapore, Taiwan, Vietnam and Thailand.

During the Program, which typically lasts around three weeks, participants take part in seminars, group discussions, visits to historic Japanese sites, joint field surveys with Japanese students, and interviews with local people. Students are also involved in home stays that allow them to deepen their knowledge and understanding of Japanese customs and ways of life.



Dickson Choi (second row, 4<sup>th</sup> from left) and fellow JAL Scholars 2014

## **JAL Summer Internship Program**

The JAL Summer Internship Program was launched by the HKU Department of Japanese Studies in 2002. The Program provides an opportunity for Japanese Studies students who have just completed their second year at university to acquire work experience through on-the-job training at prestigious Japanese organizations.

Every June, JAL accepts two HKU Japanese Studies interns. Over a period of 4 to 6 weeks, the students are exposed to various aspects of JAL's operations in Hong Kong, both at their in-town office and at the airport. Interns receive suggestions and feedback on their performance throughout their placement and are required to submit a 2,000-word report on their experience to the Department of Japanese Studies.



Mandie Chung (right), JAL Intern 2006, and fellow HKU Intern Janice Ng

## **HKU Japanese Studies Graduate Employment**

HKU Japanese Studies graduates are also highly prized for their excellent language skills and understanding of Japanese culture and work practices. Several of our graduates have been recruited to work for Japan Airlines in Hong Kong, as well as in their offices in Japan and around the world.

## JAL's Early International Advertising

*See*  
**JAPAN**  
AT HER TRADITIONAL BEST  
**CHERRY BLOSSOM TIME**  
"SAKURA" the magic name of Cherry Blossom. See Japan at the height of her Spring Beauty—JAL American piloted DC6B's leave Hong Kong every Tuesday and Saturday. Make your reservation NOW.

*FLY*  
**JAPAN AIR LINES**

CAXTON HOUSE, BUDDLE STREET, HONG KONG. TELEPHONE 33824.  
PENINSULA HOTEL, KOWLOON. TELEPHONE 53032.

1955 JAL Advertisement Promoting the New Hong Kong Service

JAL's early international advertising was devised by Americans, and with American customers in mind. The ads were created by an American advertising agency in San Francisco and translated for all overseas markets. The American agency recommended JAL feature kimono-clad flight attendants in its promotional materials, using this cultural stereotype to sell JAL and Japan to overseas markets.

In 1970, the advent of the jumbo jet increased passenger capacity and reduced the cost of air travel, leading to a diversification of JAL's customer base. JAL's staff in Hong Kong questioned whether the U.S.-originated "kimono" branding was effective in Asia. As a result, JAL began moving away from the kimono-clad image promoted in its advertising (though it persisted until 1990) and started catering to a more local, Asian customer base.

*Dr Yoshiko Nakano's research was supported by a grant from the Research Grants Council of the Hong Kong Special Administrative Region (Project No. HKU 749308).*