

**COURSE ESSAYS: CHOOSE YOUR TITLE FROM THIS LIST**

1. What is the difference between advertising and propaganda? What are the similarities? Discuss and give examples.
2. Japan had a positive image in the West in Meiji and early Taishō. However, by early Shōwa, Japan's image had become negative. Why and how?
3. In the 20th century, Japan's image went from the Exotic, to the Gallant Ally, to the Menace, the post-war Phoenix and finally the Busy Bee of the 1970s-90s. Which image do you think was the most accurate?
4. If you became a propaganda writer for Japan today, what image would you try to create for Japan in the new millennium?
5. Does Tora-san represent the real Japan?
6. Is Japan understood or misunderstood in the West? Discuss and give examples.
7. Compare Japan's modern image with the modern image of China. How are they different? How are they similar?
8. Are you (or your family) typically Japanese? (a) Define 'typically Japanese'. Then (b) Show how you/your family fit that image. Then (c) show how you/your family are different. Then (d) come to a conclusion.

**ESSAY NOTES**

**BASIC RULES**

- 1 Length: 800 or more words in English.
  - 2 Essays must be typed using a pc (not *keitai*).
  - 3 Please check your spelling carefully.
  - 4 Write your name, student number, date, course name and essay title, at the top of the page.
  - 5 You can use illustrations, charts or photographs
  - 6 Essays must follow the model: 1 Introduction - 2 Thesis - 3 Antithesis - 4 Conclusion
  - 7 Deliver by July deadline [to be announced]
- ▶ **No essay or late essay = no grade on this course** ◀

**ORGANISING YOUR IDEAS**

Ideally, essays should follow the model: Introduction, Thesis, Antithesis, Conclusion.

*INTRODUCTION:* introduce the subject of the essay. Say why it is important, or why it is controversial, or why it is interesting.

*THESIS* Write what you believe is the true situation. Give your opinion and give facts and figures.

*ANTITHESIS:* Now write the opposing argument to yours. Give other opinions, and give some of their facts and figures if you want to.

*CONCLUSION:* Summarise the arguments supporting your opinion (in Thesis) and the arguments against your opinion (in Antithesis). Make your conclusion.

**REFERENCES** If you mention a book, or a source or a quotation or a table or a statistic, you must cite it: book title, year of publication, author etc. If you get information from my course material, you must say so. If you got information from the Internet, give the url and the name of the website.

**FREE CHOICE ESSAY** If you don't want to use any of the essay titles given here, you can have a free choice of essay subject. But you must discuss your choice with me, and you must follow the rules on this page - format, organisation, reference etc.