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Cultural Sustainability in Digital Age:

Dynamic Collaborations between Digital Archives and University Education

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University of Tokyo

Introduction
Defining 'Culture' and 'East Asia'

What is Culture?

- *Culture* is **Agriculture** of People: nurturing people

Concept of Culture in 19th century

- *Culture* was against **Civilization**: View for **Cultures**?
- *Culture* took over **Religion**: Secularization
- *Culture* promoted by **Nation**: *Culture* and **University**
- *Culture* in Modern Japan: *Culture = Civilization*

Concept of Culture in 20th century

- Discovering *Cultures* as **the Others**
  - *Cultures* of **Local Minorities**: Folklore
  - *Cultures* of **Primitive Societies**: Anthropology
  - *Cultures* of **Youth**(Subcultures) : Cultural Studies
- Culture as the whole way of life: **Working Class**

R. Williams and Keywords in 20th century

- *Culture and Society*, 1958

- *Keywords*, 1976

- *Culture*, 1981

➢ **Democracy**

  ← Sakuzoh Yoshino

  ← Communist Movement

➢ **Culture**

  ← Ikuo Ohyama： Kultur(German) ⇒Bunka（文化） (1910s-1950s)

    National/Popular **Culture**（Oyama） ⇔ Popular **Entertainment**（Y.Gonda）

➢ **Art**

  ← Sakae Ohsugi: Popular Art = Cultural Activity by Proletariat

  ← Shunsuke Tsurumi：Popular Art/Liminal Art（限界芸術）

: Conjuncture (S.Hall) between Marxism and Nationalism/Modernism

English Speaking World
In Late 18th Century ~ Early 19th Century
: Transformation of Keywords
- **Industry**
- **Democracy**
- **Class**
- **Art**
- **Culture**

Similar Transformation in 20th Century Japan

Discourses on 'Culture' after the War Defeat

Expanding Discourses on Culture：文化国家、文化祭、文化講演会、文化部

● Creating "New Japan" by **Art and Culture** : Change 'Doom' to 'Trial'

Why were we defeated →Low level of Intelligence:

a. Underdevelopment of Natural Science

b. Domestic Isolation of **Art and Culture**

How can we rebuild → Promoting the Quality of **Art and Culture**

Art and Culture as the Peaceful Power of "New Japan"
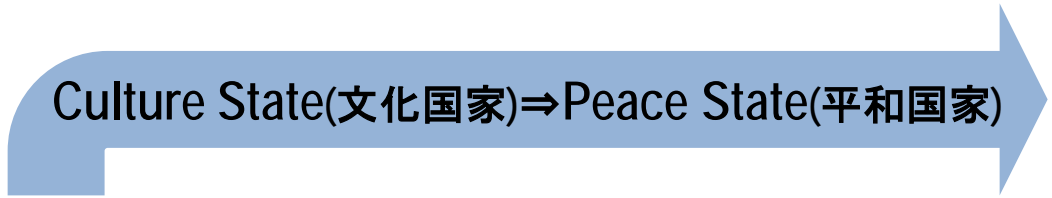
(Yomiuri Shimbun 1945.8.22, 9.10 only a week after the 8.15)

● Two Meaning of Culture

Culture State(文化国家)⇒Peace State(平和国家)

= Bunka   ⇔   Civilization

= 文化（=「文」：文士）⇔ 武力（=「武」：武士）（Military）

（Conceptual Relationship between 両班 and 文化？）

What is East Asia ?

- Japan consists of 6,800 islands
(especially in Okinawa, Kyushu and Setouchi Area)

- Philippine consists of 7,100 islands

- Indonesia consists of 17,000 islands

- Korea is peninsula

- South-East Asia is peninsula

- Chinese Sea Area: Shanghai, Hong Kong etc.

East Asia

● Until 8,000 years ago: Continent

The End of Ice Age(Expansion of Sea) →

● After 8,000years ago: **Archipelago**

: Emergence of **Diverse Asia**

(Diversity after Colonialism and War)

Large Continent until 8,000years ago

PHILIPPINES

INDONESIA

JAPAN

CHINA

RUSSIA

Map Source
http://www.freemap.jp/item/asia/kouiki2.html

*
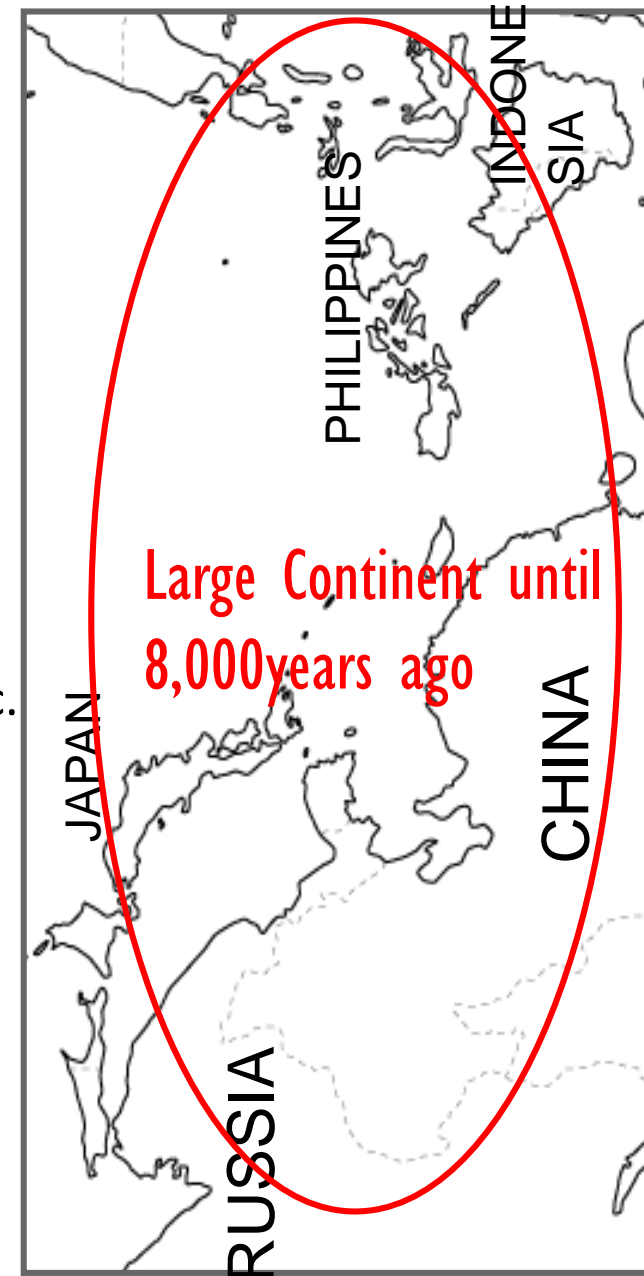
1. Between 16th century and 21st century

Globalization in the 16th century

Cristoforo Colombo
1451～1506
1492、1493、1496
New Continent
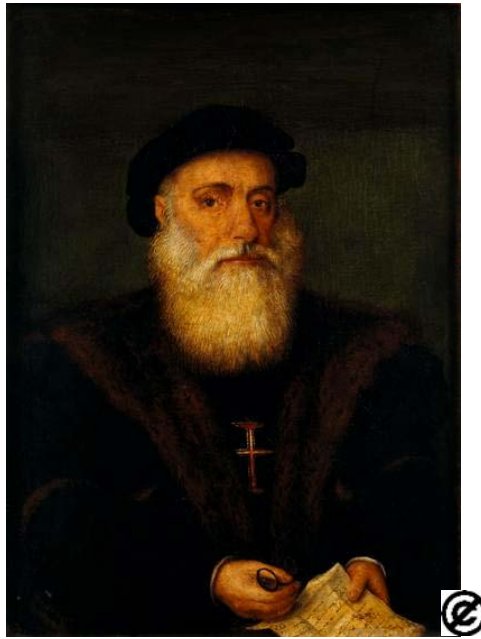
Vasco da Gama
1469～1524
1497、1502、1524
African Route
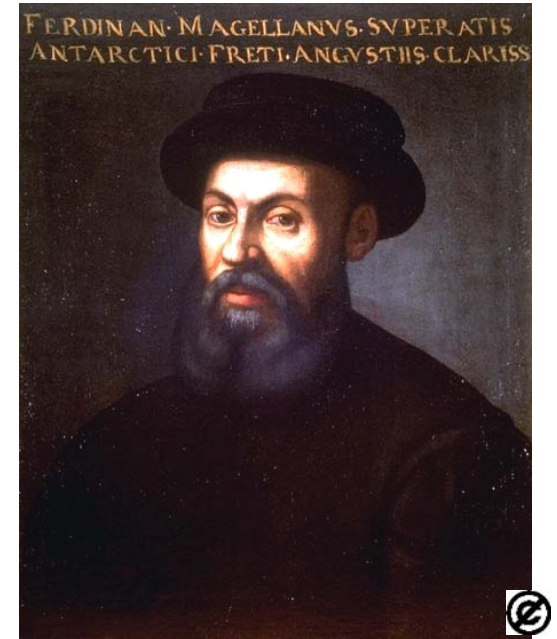
Ferdinand Magellan
1480～1521
1519～22
Global Route

Spanish-Portuguese
Expansion

European Expansion

American Expansion
& Cold War

Global Trade in
the 16th century

Meiji Restoration

Globalizaton

Information Explosion by Printing System

- Expansion of Printed Knowledge
  ~15th century: Knowledge/Universities
    ←Students Long Journeys
  16th century: Knowledge/Publishing
    ← Comparison between Different Books
- Transformation of Social Memory
  : Secret → Open
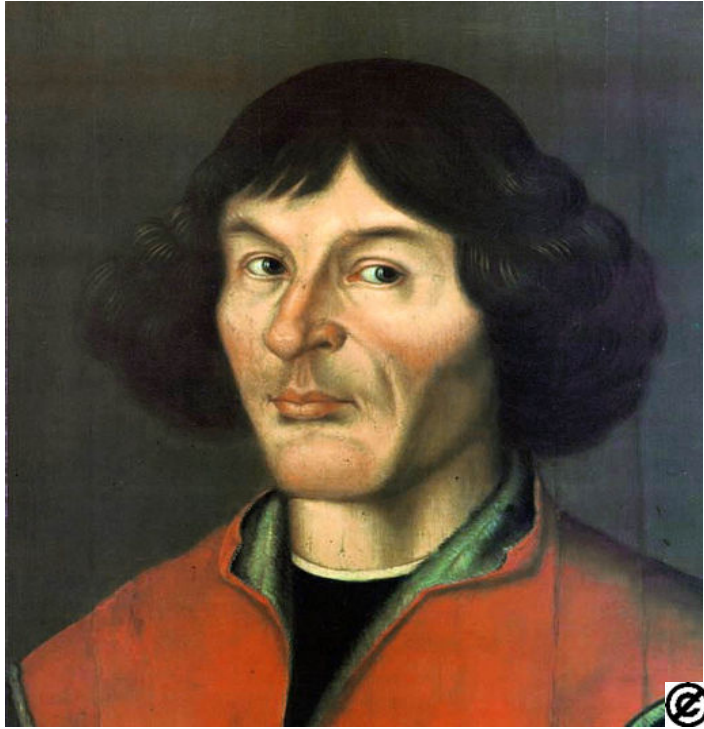
Nicolaus Copernicus
1473～1543
University of Krakow
University of Bologna
University of Padua
Copernican System ← **Gutenberg Galaxy**

Printing Revolution
First Explosion of Information

Johannes Gensfleisch zur Laden zum Gutenberg
1398～1468

Similarity between 16ᵗʰ and 21ˢᵗ Centuries
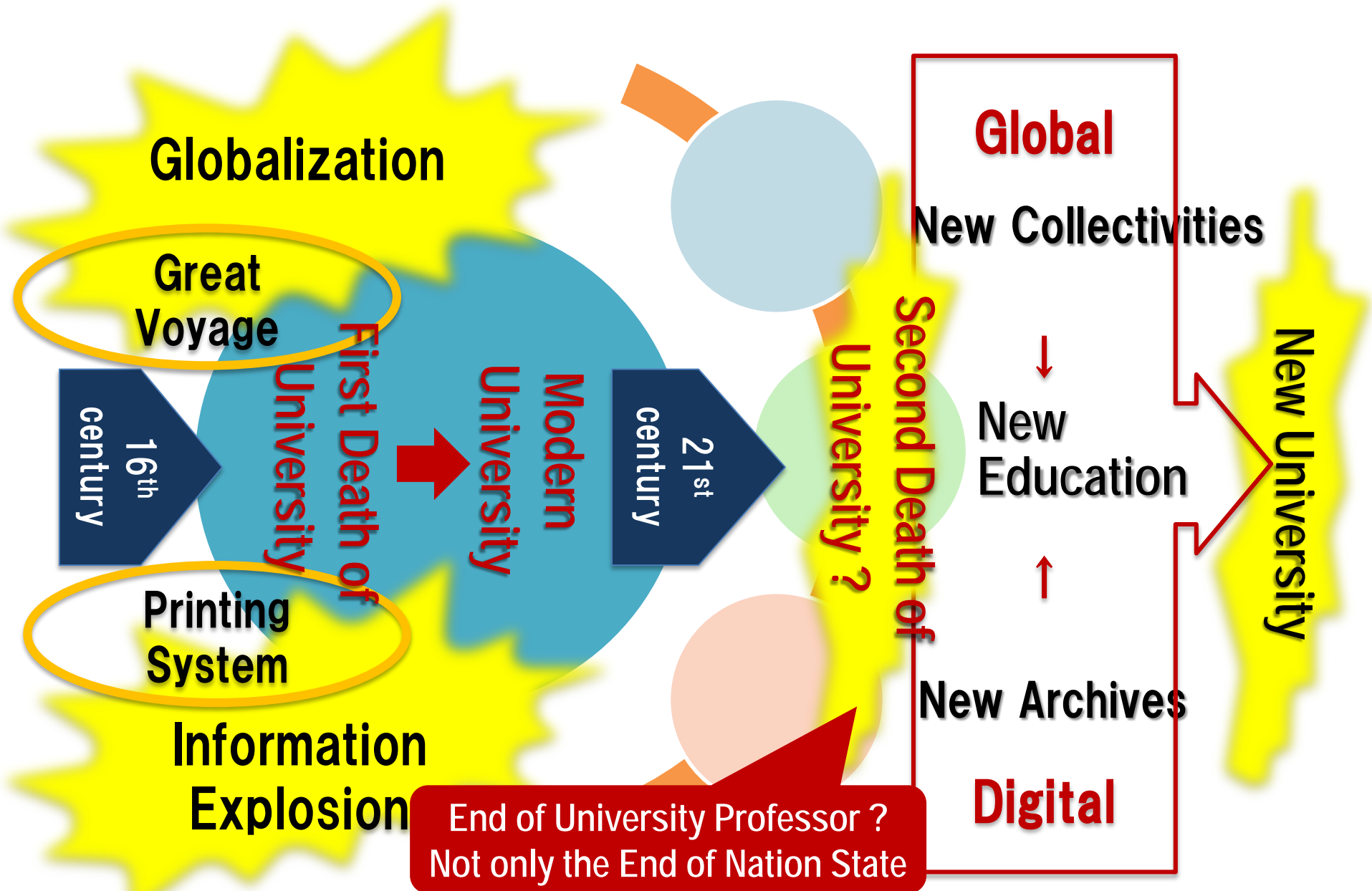
The First Birth of University

- First Universities from within **Medieval Cities**

  Bologna University 1158-   <= Holy Roman Empire

  Paris University 1231-   <= Roman Catholic Church

  ⇔Commercial Network of Medieval Cities

  Knowledge of **Travelling** Intellectuals

- University as **Cooperative Union**

  Moving University with Knowledge v.s. Ruling Class in City

- Aristotle Revolution

  All the New Greek Knowledge comes from Islamic Civilization

The First Death of University

- **Expansion** and **Deterioration** :14th-16thc.

- Religious War and the End of Liberal Knowledge

- Absolutism and nation state/national language

- Printing Revolution (Information Explosion) and the End of Academic Traveler: 16th c.

- **Age of Academy / Publishing** :17th-18thc.

  → Enlightenment and the age of **Great Authors**

  ⇒ Dying University?

The Second Birth of University: 19th c.

- German Philosopher: Enlightenment / Nationalism

  Kant: U of **Philosophy** → Humboldt: U of **Culture**

- Humboldt and Berlin University:

  Supports from **Nationalism** and **Nation State**

- German and English Version of Academic Canon:

  Philosophy/Greek → **Literature/Shakespeare**

- Invention of **'Graduate School'**

  American Graduate School: Research = Education

Knowledge Production supported by Nation State

**What will happen after 21st century:
University is dying again ?**

From the Society of Mass Production to the Society of Intellectual Recycling

16〜18 century
Publisher → Readers

19〜20 century
Newspaper → Nation

20 century
Broadcasting →Audience

Imagined Community
↑
Mass Media Industry

Mass Cultural Production → Mass Consumption of Cultures

Internet →
Second Explosion of Information

End of Mass Media Society
↓
Recycling System of Knowledge

Intellectual Recycling in Digital Age
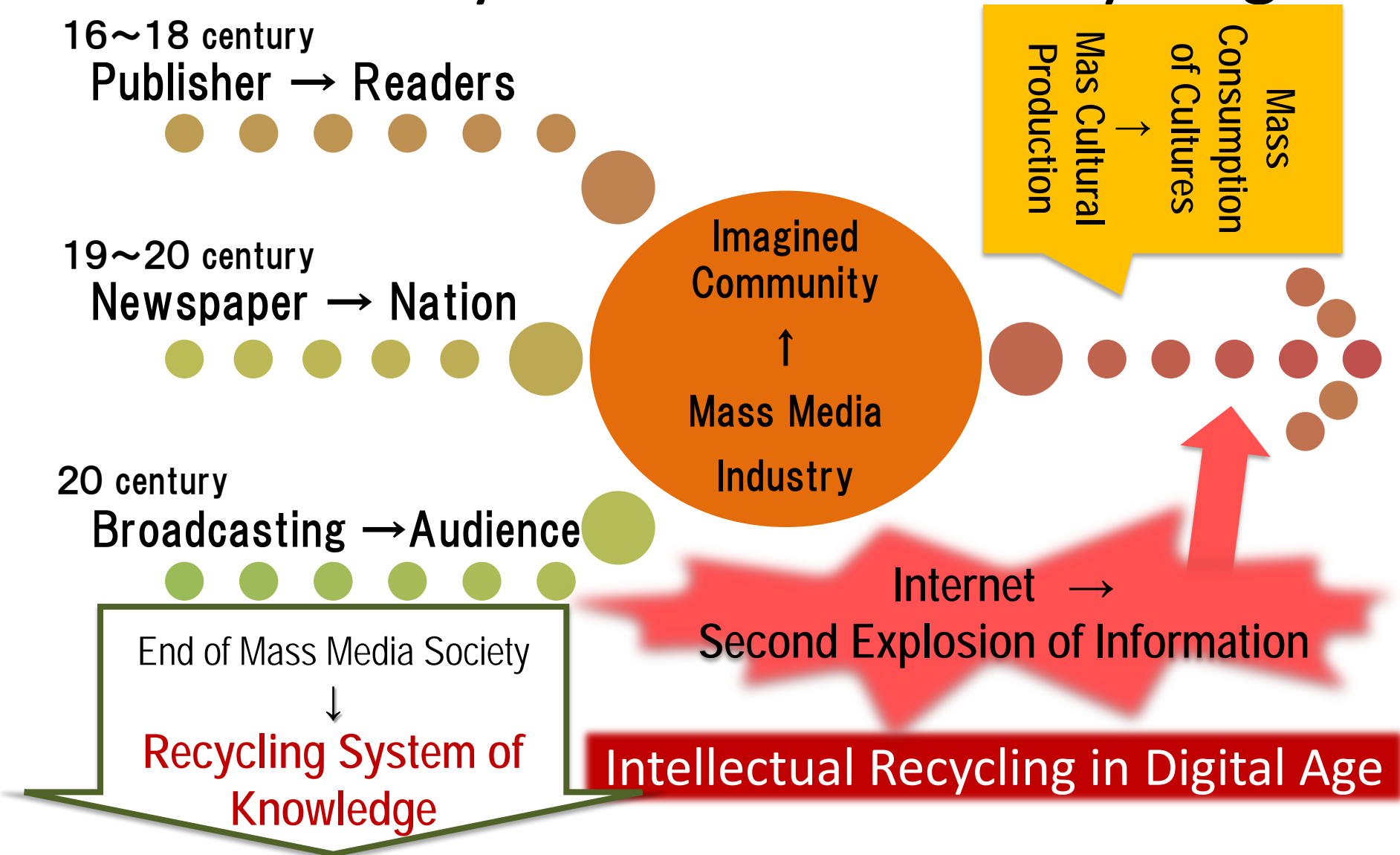
2. Archiving Practices with Visual Images

WHAT do we HAVE ?

Archives

Libraries

Museums

Film Companies

TV Stations

Expansion of New Memory
for the Knowledge Production

(Photo, Film, Sound, Scenario, Plan, Score,
Narrative, e-mail, Website, Twitter…)

Public
Discussion
for Usages

Common
Inventory

Nation Wide
Research

Lack of the Integrated Inventory of Visual Images
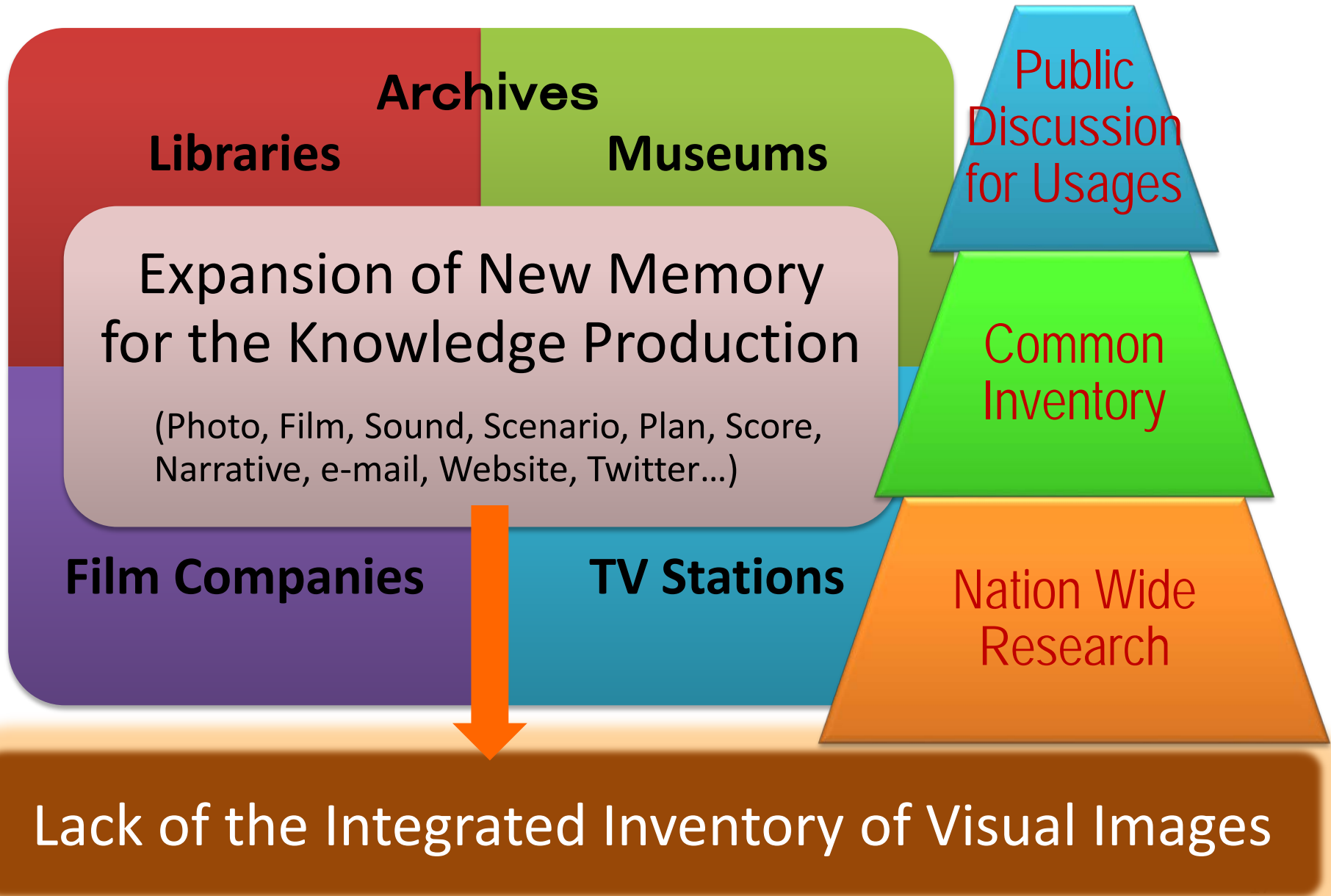
University, and Dialogue between Collective & Documented Knowledge

New University

Collective

×

Documented

Library
Museum
Archive
Film Archive
TV Archive
Collection

Wiki
Google
Twitter
Facebook
iTune
OCW
Moocs

Triad Circle for New Knowledge Production

New Archives

Documented Knowledge

New Encyclopedia

Collective Knowledge
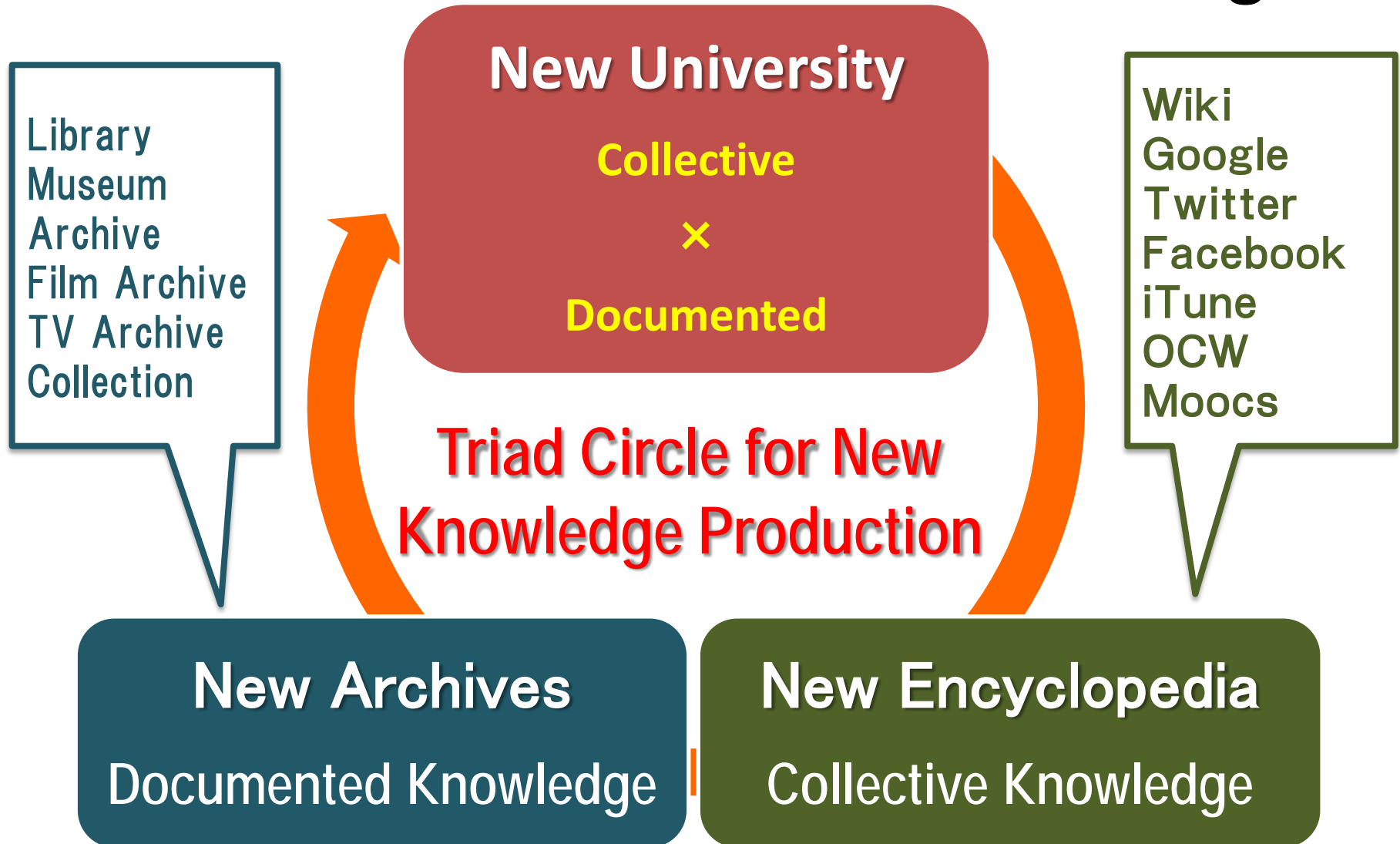
University as Mediation for New Knowledge

Media for Becoming Wise ?

New Knowledge Infrastructures

University as Media

Active Learning and e-Learning

Digital Archive

Higher Education in Digital Age

Online Dialogue

Archive

Classroom

Fieldwork

Interaction

Teaching
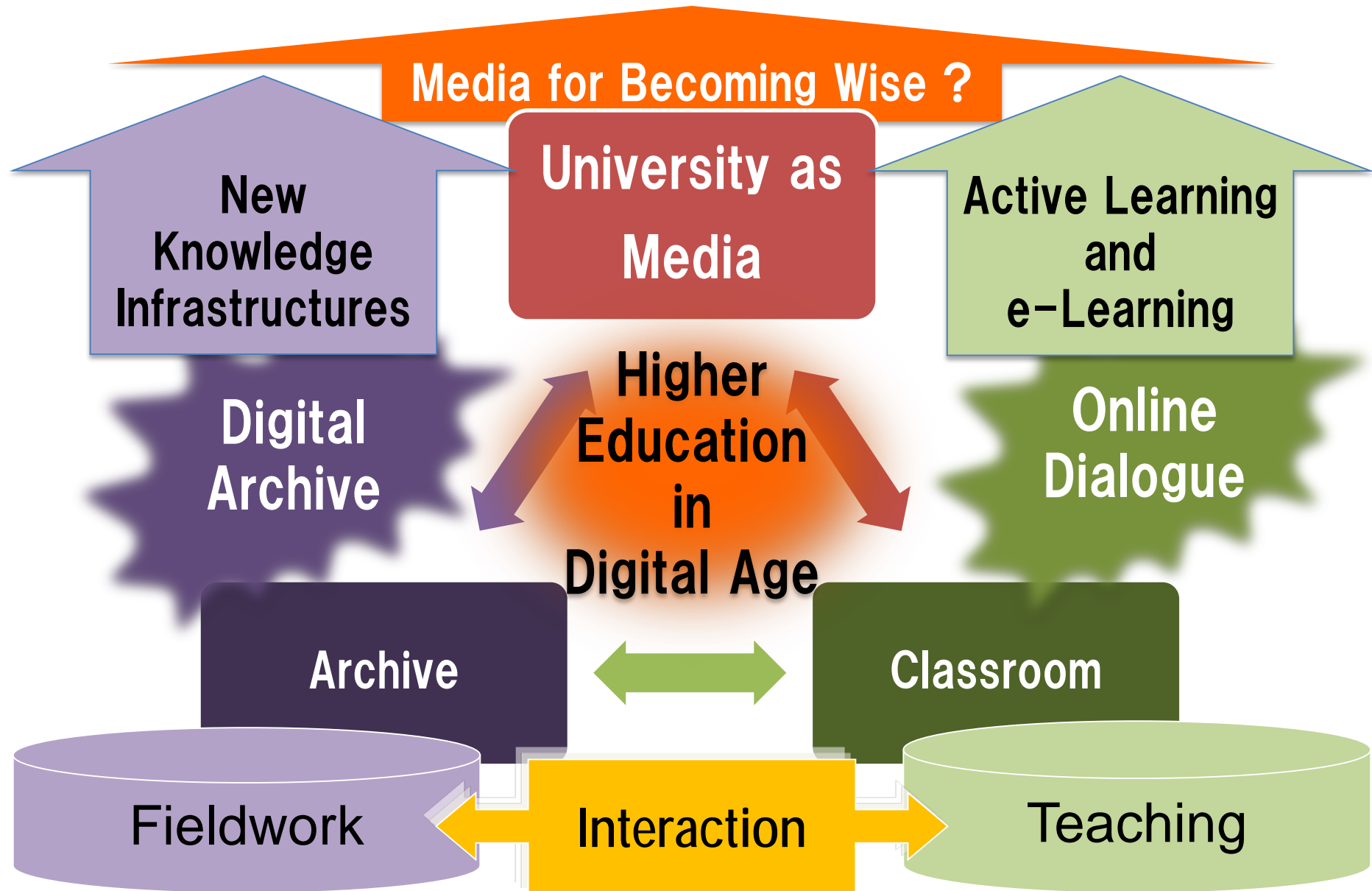
Document Film need to be Preserved

Document Films in Danger

- Film maker   40,000   bankrupt…
- Developer   50,000   scrap…
- Private Company   10,000   bankrupt, move…
- Public Sector   40,000   scrap…
- Individual   20,000   death…

Total   more than 150,000 films are in danger

+ fragileness of films and institutional weakness

■ KIROKUEIGA Conservation Center

■ National Film Center

■ National Diet Library

■ Ministry of Cultural Affaires

■ University

Image removed due to copyright restrictions.

The Asahi Shimbun
Oct. 25, 2008 (evening paper)
「土曜フォーカス：戦後の記録映画、残せ
研究者ら保存センター設立」

Kiroku Eiga Workshop

2009/5/23 Image of Development:
SAKUMA Dam in Iwanami Eiga
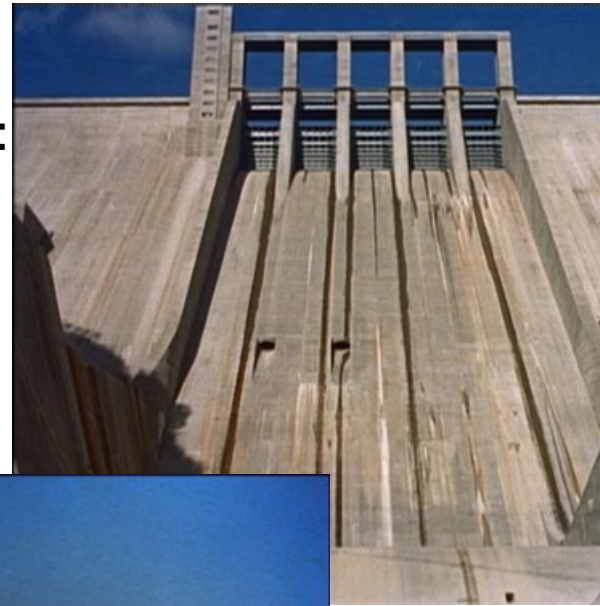
2009/10/18
Joyful Science: Science
Labo in Iwanami Eiga

U of Tokyo III FUKUTAKE Hall

Researcher

National Film
Center

Film Maker

KIROKUEIGA
Conservation
Center

U of Tokyo

Film
Developer

2010/3/14 Democracy of Mother
Women and 1950s in Iwanami Eiga

Three pictures on the right from: http://www.kirokueiga-archive.com

Many Symposiums and Workshops

2009.02.14 One Hundred Million Frames of Iwanami Documentary Films

2009.05.23 Images of Development: Rethinking Iwanami's *Sakuma Dam*

2009.10.18 Happy Science: Science Education in 1950-60s

2010.03.14 Democracy by Mothers: Iwanami Films in Suburban Tokyo

2010.10.11 Local Image in Economic Growth : Iwanami's *Discovering Japan*

2011.03.06 Geography/History Education with Documentary Films

2011.10.30 Postwar PR Films and the Myth of Nuclear Power Security

2012.06.17 Tokyo Expanding: Olympic Game 1964 and Documentary Films

2013.07.07 Minamata, Kashima and Pollution in Iwanami Documentary Films

2013.11.24 1968: Students Revolts and
              Documentary Films

2013.03.01 Osaka EXPO 1970 and
              Experimental Moving Images

*

Pictures from: http://www.kirokueiga-archive.com

Trial Studies in NHK Archives

Document in NHK Archives

TV Program   700,000

News   4,800,000

One of the largest TV Archives in the world

➢ TV & Radio program from 1950s

➢ News Film Stuff from 1950s

➢ Program Scenario

➢ News Script

Program Film Database

Program Timetable Database

Open to the Researchers

Tokyo Start	term 1	2010.3 - 8	5 research
	term 2	2010.9 - 11.8	11 research
Osaka Start	Osaka 1	2011.4 -12.4	5 research
	term 3	2011.9- 12.3	5 research

TV Scenario Archiving Project

Scenario written in postwar Japan:

- TV: 2,345,000 (1953～2003)   Radio: more than 2,000,000
- Film: more than 200,000～300,000

➢ Each TV program has only about 2000copies of scenario.

→ Very difficult to keep preserve (easy to disappear)

➢ Scenario is not Book(Library), not Program(TV station) ……

→ No national institution for preservation

MOST OF THESE WERE ALREADY LOST. NEEDS FOR INVESTIGATION!

Current Collection

- **Japan Scenario Writers Association : approximately 40,000**
- **NHK Archive & Broadcasting Museum: approximately 50,000**
- **Japan Broadcasting Library: approximately 10,000**
- **National Film Center: approximately 30,000 (Film scenario)**
- **Private Collection (including collections by scenario writers)**

Scenario links between Film/Program and Library Documents

Film/ Program

NHK Archive, National Film Center, Private Collectors

Original Novel/Documents

Diet Library, National Archive, University Library

Scenario

Digital Impact
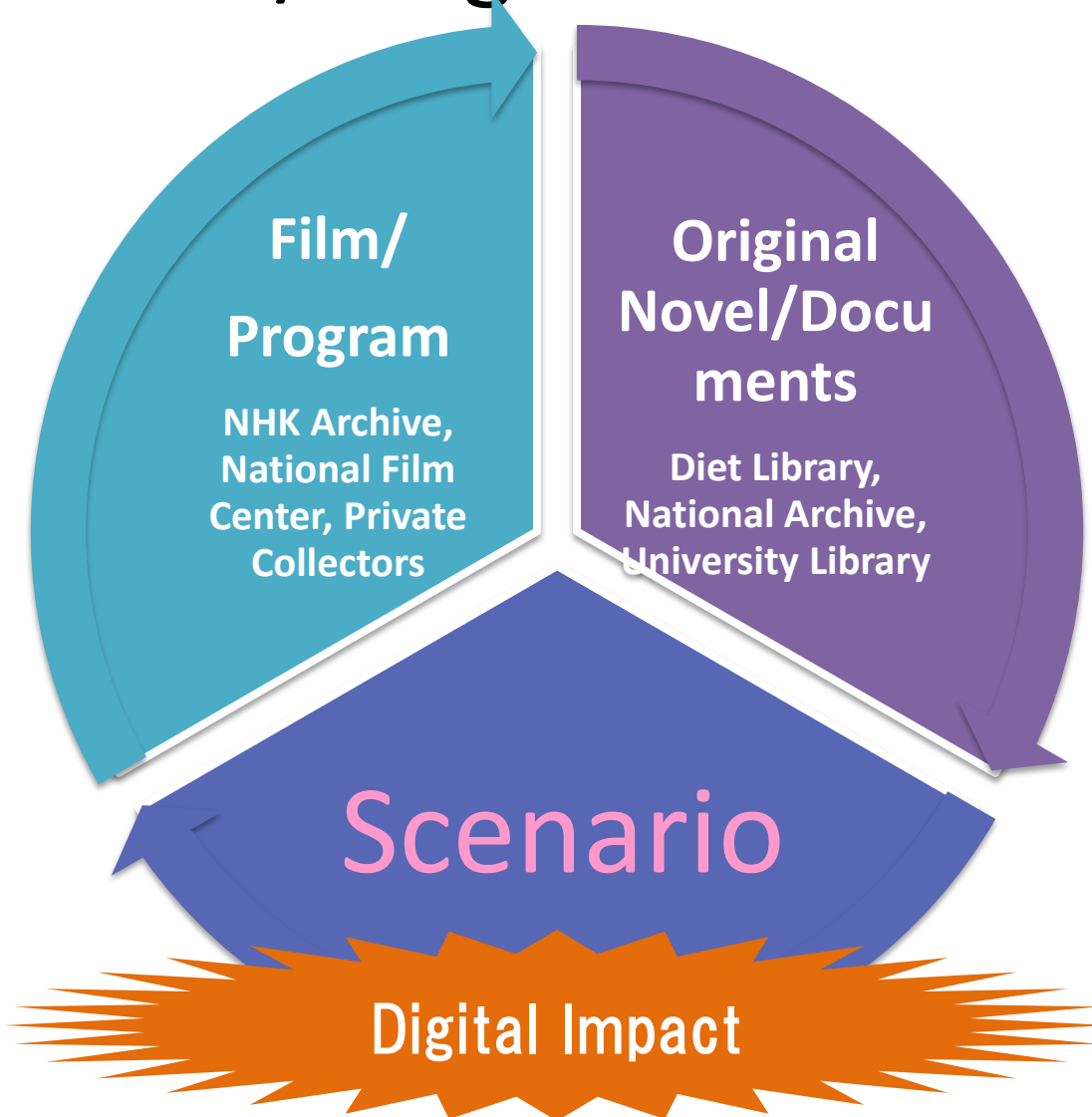
Collaboration between Library and Film/TV Archive

- Digital Librarian, Digital Curator, Digital Archivist

Recycling Use of Archive Materials beyond Copyright Problem

- Problem of Orphan Films
- Copyright Problem

Preservation of Original Documents with Digital Recycling

History with Visual Documents?

- Expansion of Visual Media from the late 19th Century:
Documents of Image: Photograph, Poster, Film & TV……

⇔ Print and Handwriting Documents

➢ History based on Print and Handwriting Documents

➢ History based on Oral Narrative

➢ **History based on Visual Media Documents**

- Visual Media Documents of 19-20th century

➢ **Ambiguity of Meaning**

➢ **Diversity of Forms**

➢ **Material Fragileness**

➢ **Complexity of Property Rights**

← **Learning with Digital Archiving Technology**

Visualizing Postwar Tokyo

* UTokyoX / Visualizing Postwar Tokyo, Part2

* UTokyoX / Visualizing Postwar Tokyo, Part1

1. Occupation and Americanism in Postwar Tokyo

2. Imperial Palace and the Mass-Mediated Royal Wedding

3. Tokyo Olympic Game and the Exploding City

4. Shinjuku as the Hybrid Downtown

5. Visualizing the Urban Marginal: People visualized

6. Intellectuals and Cultural Industries : People visualizing

7. Technologies for Visualizing in the City

8. Postwar Tokyo and the Limits of Visualizing

UTokyo TV / Open Course Ware / MOOC

① UTokyo TV: Open Lectures

collaboration with iTunes U

② UTokyo OCW: 100-110 credit courses

1.5 million hit/month, 50,000 visits/month

UTokyo OCW, http://ocw.u-tokyo.ac.jp/

③ UTokyo MOOCs: Coursera 2courses/year

edX 1-2 courses /year

● Concentration of Higher Education Contents

● Recruitment of Outstanding students in the world

● Restructuring of Educational Resources & Processes

＊ UTokyo TV, http://todai.tv/

➢ Harvard/MIT/UTokyo Joint MOOC Project

✓ 2014 Fall J. Dower + A. Gordon: Visualizing Modern Japan

✓ **2014 Winter S. Yoshimi: Visualizing Postwar Tokyo 1, 2**

3. Proposal for the Society of Knowledge Recycling

From Mass Media to Intellectual Recycling

- Drastic Change of Knowledge Production System

  (Similarity between 16th century and 21st century)

- From Mass Production to Intellectual Recycling

- Expansion of New Memory for the Knowledge Production with Digital Archiving System

  (Photo, Film, Sound, Scenario, Plan, Score, Website, Twitter...)

- Dialogue between the Collective Knowledge and the Documented Knowledge

- University as the Agency of such Mediation

- Creativity through the Intellectual Recycling

Global Research for Digital Cultural Resources

Global Research

Common Inventory

Public Discussion for Usages

University–Archive Collaboration

Cultural and Information Industries

Archiving and Recycling Institution

Open Access to the Inventory

Standard Meta data

20th century

Mass Production

21st century

Intellectual Recycling
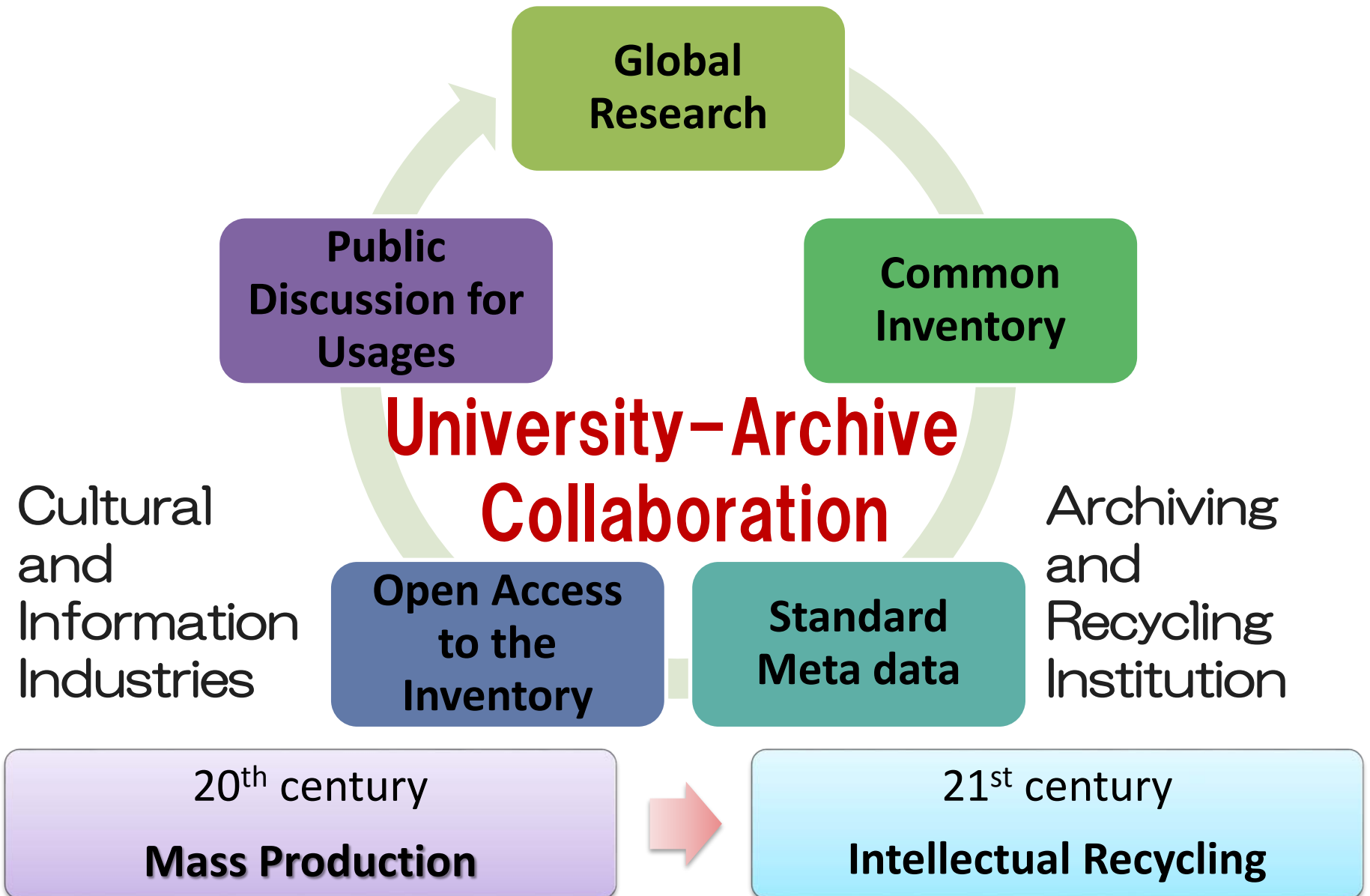
Intellectual Property Right Issue for Public Use

Digital Intellectual Sustainability

Standardization of Metadata

- Guideline for Meta Data Standardization
- Institutional System for Meta Data Exchange

Orphan Problem

- Orphan of Copyright
  → Opt Out Principle
- Orphan of Ownership
  → Public/National Property
- Orphan of Portrait

Fair Use and Public Access

- Public Use for Education and Research for Non-profit Purposes even on Internet
- Digital Archivists with high level Legal Knowledge

Fostering Professionals for Intellectual Recycling

a. **My Town Archivist:** amateur archivists educated by special program (ex. summer program) work for preserving digital memory in their own town

b. **Regional Semi-Professional Archivist:** leader of My Town Archivists who has professional skill and knowledge

c. **Professional Digital Archivist:** Qualified specialists working in the National/Institutional Archives

Knowledge about :

Art and Culture ➕ **Legal Frame** ➕ **ICT** ➖ **New Digital Archivist**

ARCHIVE ASIA Declaration

1. Establish the Asian Digital Archive Institute

- Establish the "Asian Digital Archive Institute" to be tasked the role of connecting the many existing archives in different countries and to act as a network and information access window to all of Asian digital archives.

2. Education of Professionals who support digital archives

- Establish a base of human resources to support digital archives, including culture and art, the undertaking of collecting storing restoring and making public, and emphasizing the fostering of archivists equipped with the appropriate legal knowledge.

3. Make Cultural Resources Digital Archive Open Data

- In accordance with the standards of a global open data initiatives, establish publically open data cultural digital resources in Asia that anyone can freely use.

4. Drastic Orphan Works Provisions

- Regarding copyright, ownership rights, and rights regarding the usage of a person's own image, in cases where the rightful beneficiary is unknown (so called Orphan Works), while mapping out a balance that takes appropriate care of rightful beneficiaries, drastic legislative steps should be taken to enable the swift and legal use of orphan works.