

JENESYS2022 Singapore • Malaysia-Japan Online Exchange Report

1. Online Exchange Overview

【Objectives】

The main objective of the program was to further increase the interest and motivation of university students studying Japanese in Singapore and Malaysia to learn about Japan, and to provide them with opportunities to consider studying or working in Japan. The online delegation participated in the program with communicating in Japanese, visiting local governments, interacting with Japanese high school and university students, taking a social tour of a shopping district and food, and experiencing calligraphy.

【Participants】

Group 1: Singapore-Japan Exchange (Online Invitation of Japanese Language Learners II)

Total (Singapore): 30 undergraduate students

Group 2: Malaysia-Japan Exchange (Online Invitation of Japanese Language Learners)

Total (Malaysia): 69 undergraduate students and graduate students

【Locations】

- Pre-study Program: Tokyo
- Online Program: Aichi

【Program Schedule】

| Date Location | Program contents | Participants' questions and reactions |
|--------------------------------|--|--|
| September 27, 2022 Tokyo | <p>(Note)Jointly conducted with other programs</p> <p>【Orientation】</p> <p>JENESYS overview</p> <p>【Lecture on Japan, Q&A session】</p> <p>“Japan Today”</p> <p>Lecturer: Mr. KIMURA Hideo, Executive Managing Director, SIMA (Strategic International Management Associates)</p> | <p>The lecture incorporated a variety of case studies, and you could see how engaged the participants were in the lecture just by looking at their positive responses in the chat room.</p> <p>The participants asked a wide array of questions such as "Are there any government policies in place to increase the population?", "What is the insurance system in Japan like?", and "What programs are available for foreign students who want to work in Japan in the future?"</p> |

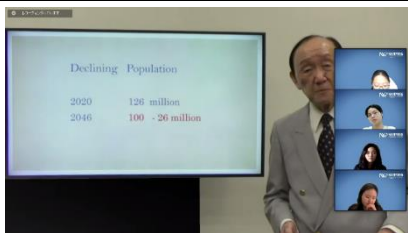
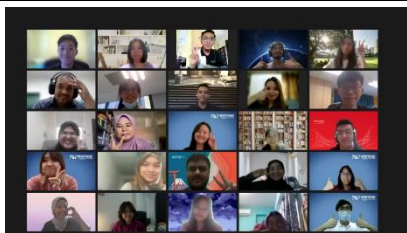
| Online Program (60 participants during the following seven days) | | |
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| Day 1 September 15, 2023 Aichi | 【Orientation】 Program overview 【Q&A session】 | From the first day of the program, the participants seemed motivated and committed to the program. |
| Day 2 September 16, 2023 Aichi | Group 1 (Singapore) 【School Exchange】 Toho High School 1. Opening remarks 2. School introduction video 3. Exchanges in small groups 4. Summary Group 2 (Malaysia) 【Exchange among students】 8 Japanese undergraduate students 1. Opening remarks 2. Mandala art game in Japanese 3. Exchanges in small groups 4. Exchange among students 5. Summary | Group 1: The participants attentively watched a school introduction video created by Japanese students and asked questions such as "How do you keep the school facilities hygienic and clean?" They were also strongly impressed by the fact that in Japan, students themselves clean the school every day, and were very interested in the lives of Japanese high school students. In the exchanges in small groups, the students asked each other various questions about food, climate, culture, and other topics. Group 2: After playing a few games, both the participants and the Japanese university students deepened their friendship with each other. |
| Day 3 September 17, 2023 Aichi | 【Municipality Overview Lecture】 City of Nagoya, Aichi 1. Quiz on the City of Nagoya 2. Lecture "Nagoya City (Tourism PR Information)" Lecturer: Ms. KUWAYAMA Misato, Culture & Exchange, Bureau of Tourism, City of Nagoya 3. Q&A session 4. Commemorative photo | The participants asked questions about Nagoya's food culture, such as good, affordable restaurants and Nagoya's popular sweets. They also asked many specific questions about anime, such as, "Which Studio Ghibli animations are exhibited at the Ghibli Park in the City of Nagoya?" The participants were able to learn about a wide range of attractions of Nagoya, and became more eager to visit Japan. |

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| Day 4 September 18, 2023 Aichi | 【Observation】 Osu Shopping Arcade, City of Nagoya 1. Quiz and review of the City of Nagoya in Aichi 2. Virtual tour of the Osu Shopping Arcade 3. Summary | Having listened to and understood what they were taught in the previous day's lecture, many participants answered the questions correctly in the quiz about the City of Nagoya. During the virtual tour, restaurants in the Osu Shopping Arcade were shown on the screen, and many participants commented that the food looked delicious and that they would like to try them. Some participants compared the food culture of Japan to that of their own countries, showing how interested they were in the food. |
| Day 5 September 19, 2023 Aichi | 【Cultural Experience】 Calligraphy Lecturer: Ms. IWAI Narumi, Chief Japanese Language Instructor, Chubu Brach Office, Japan International Cooperation Center (JICE) 1. Introduction of calligraphy utensils 2. Explanation on calligraphy styles 3. Calligraphy experience | Many of the participants had never tried calligraphy before and although they found it hard and struggled during the lesson, they were very engaged. In addition to learning how to write "dream" in Kanji (夢), the participants chose their own favorite Kanji characters and compared different styles of calligraphy. They also asked questions such as where they could purchase official seals and the direction to write Japanese characters (left to right horizontally, or right to left vertically). |
| Day 6 September 20, 2023 | 【Workshop】 | The group members were working together to come up with action plans and devise ways to better carry them out and increase their effectiveness. Towards the end of the program, every group member knew what they had to do, and you could see how relaxed they were in preparing for their presentations. |
| Day 7 September 21, 2023 Aichi | 【Reporting Session】 1. Group presentations 2. Review 3. Commemorative photo 4. Closing remarks | Clear action plan presentations were made using slides. Almost all group members, not just one representative, made presentations, actively presenting the results of their online visits to Japan in their |

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| | | own words and expressing their commitment. |
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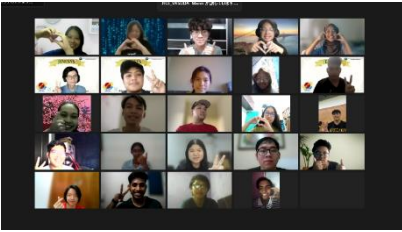
2. Program Photos

Pre-study Program

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| September 27, 2022 【Lecture and Q&A Session】 Lecture | September 27, 2022 Group Photo |

Online Program (Location: Aichi)

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| March 15, 2023 【Orientation】 | March 16, 2023 School Exchange with Toho High School |
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| March 16, 2023 Exchange with Japanese undergraduate students (Group 2) | March 17, 2023 【Lecture】 City of Nagoya, Aichi |
|  |  |
| March 18, 2023 【Live Observation】 Osu Shopping Arcade | March 19, 2023 【Cultural Experience】 Calligraphy |

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| <p>March 20, 2023 【Workshop】</p> | <p>March 21, 2023 Commemorative photo after Reporting Session</p> |

3. Voices from Participants (excerpt)

◆ Undergraduate Student (Singapore)

I greatly enjoyed visiting the shrines and kimono shop as it was informative and exciting to learn about such traditional aspects of Japanese Culture. I also liked learning about Piyorin (an original pudding/cake sweet) and the Piyorin challenge (to carry Piyorin home without it crumbling) as it was not only very informative, but also very cute.

◆ Undergraduate Student (Singapore)

The in-depth discussions during the online exchange with Toho High School was great. We are still keeping in touch!

◆ Undergraduate Student (Singapore)

Japanese calligraphy was interesting. I am interested in it, and I was able to learn about the 3 types of Japanese Calligraphy which I can best apply and learn and appreciate more about Japan culture.

◆ Undergraduate Student (Malaysia)

It was very interesting to learn about other places in Japan besides the famous Tokyo that have their own unique characteristics. Nagoya is a city with rich cultural and traditional aspects as well as the latest in automotive technology. The virtual visit to the Osu Shopping Arcade was an interesting experience, and it felt as if we were actually walking through it. The calligraphy lesson was a new experience for me, as writing Kanji characters with a pen or pencil is obviously different from writing them with a brush. The beautiful technique of calligraphy has rules on how to write Kanji characters according to the style, but I learned that it is important to be vibrant and stress-free when writing.

◆ Undergraduate Student (Malaysia)

During this program, we were able to exchange information about Japan and Malaysia and learn about the Japanese people, the people living in Japan, and their daily life in Japan. We learned about matters related to Japanese society, lifestyle, work, food, tourism, and more.

4. Voices from the Receiving Parties (excerpt)

◆ Exchange School Faculty

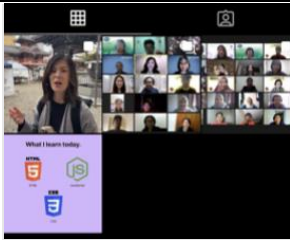

What struck me most about this exchange was first of all how kind the Malaysian students were,

and secondly that they felt a bit uneasy about speaking in Japanese since they were still only beginners. I tried asking them to speak in easy Japanese at first, but they insisted we speak in English, so we did. As someone who majored in Japanese language education, I still wanted try and make them feel less intimidated in using Japanese. So, when we interacted in English, I tried to sometimes include simple Japanese words in our conversations. I was very happy to see that the students nodded their heads when I mentioned Japanese words that they knew. We also talked about Malaysia, recommended sightseeing spots, and different kinds of food, and it was a very meaningful time for all of us. If I have the opportunity, I would like to be part of this program again. Thank you very much.

◆ Exchange School Faculty

Today's exchange was wonderful. The students from Malaysia were very interested in Japan and eager to learn. I am glad that I could share about my experience in Japan including about my studies, university, and the environment in general in Japan. I hope to participate again in the future.


5. Disseminations by the Participants (excerpt)

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| <p>March 17, 2023 (Instagram)</p> <p>Japan-Malaysia Exchange Day 3.</p> <p>Today we had a lecture from Ms. KUWAYAMA Misato from the City of Nagoya. I think Nagoya is one of the best places for tourists because there are not so many tourists in Nagoya, so you can enjoy a great time and have a great experience. Also, Nagoya has a variety of delicious local delicacies such as fried prawns, red miso, and more.</p> | <p>March 20, 2023 (Instagram)</p> <p>Day 4 - We took a virtual tour of the Osu Shopping Arcade in the City of Nagoya. There are many nice places to visit, especially in the shopping arcade where you can buy Japanese delicacies such as taiyaki, uiro, and takoyaki! After the virtual tour, I ordered takoyaki because I wanted to eat them after seeing them on the tour (lol). Osu also had temples and a giant beckoning cat.</p> <p>Day 5 - I learned calligraphy. The third picture is what I wrote. The left side of the first picture is a writing style called Sosho-tai, which was perfect for the "dream"(夢) kanji character. Sosho-tai is a cursive writing style for kanji and is rarely used these days. This style of writing was once used in Japan when writing diaries and such. The</p> |

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| | <p>remaining three photos are written in Kaisho-tai (block style, or standard style), which is the first typeface that beginners learn how to write kanji characters in elementary and junior high schools. Gyosho-tai is another typeface usually used by adults, and is a semi-cursive style of writing. The kanji written in Gyosho-tai is "star" (星). I learned a lot from the calligraphy teacher. It was a wonderful experience.</p> |
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6. Action Plans Presented at the Reporting Session (excerpt)

Group 1 (Location: Aichi)

| Japan-Singapore Exchange (Japanese Communication and Culture II) | |
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|  | <ul style="list-style-type: none"> ■ WHAT: Create an Instagram account sharing our JENESYS experience ■ WHY: To spread an interest about Nagoya and create an awareness about the culture by elaborating on the intricacies such as food, shrines, festivals, and attractions ■ WHEN: To be officially implemented on the 21st of March ■ WHO: Group 1 as a whole or anyone who attended JENESYS and wants to share their experiences ■ TO WHOM: Tourists and others planning to visit Japan ■ HOW: We will make an Instagram page and post our experiences and what we have learnt from the JENESYS Program for the public to read |

Group 2 (Location: Aichi)

| Japan-Malaysia Exchange (Invitation of Japanese Language Learners) | |
|--|--|
|  | <ul style="list-style-type: none"> ■ WHAT: Create an INSTAGRAM account - @know.nihon ■ WHY: To promote knowledge/information about Japan's culture and discoveries about Japan. ■ WHEN: 30 days (1st of April-1st of May) ■ TO WHOM: To all university students and people who are active on social media and also from other countries. |

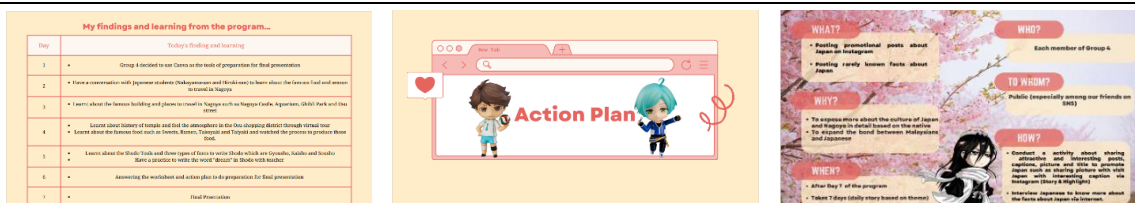
- **HOW:** By initiating posts and quizzes about Japan.
 - Every 2 weeks - at least 3 contents for each member.
 - 2 Quizzes - held on 14/4 and 28/4
 - Post/Quiz themes: 7 Topics - Anime, Songs, Foods, Festivals, Place, Season, Japanese-Language
 - Way to Promote: Can ask the university Japanese Cultural Clubs to collab, share story, post information on a weekly basis, etc.

Japan-Malaysia Exchange (Invitation of Japanese Language Learners)



- **WHAT?**
 - Create an Instagram account for our group to share our knowledge on what we learned throughout the program.
 - Share about origami, calligraphy, and historical background.
- **WHY ?**
 - Create public awareness about the beauty of the country of Japan and its culture
 - To expose and attract public's attention
 - To teach the public how to do origami or write calligraphy
- **WHEN ?** We will start on 26/3/2023-13/4/2023 (3 weeks)
- **HOW ?**
 - We will use an online platform so anyone can see what we share.
 - Each member will create a video about things they want to share (Japan's culture).
 - We will be posting 1 video every 3 days until 7 videos are posted (Total: 3 weeks).
 - Public who wants to engage with us can recreate our origami/calligraphy by using
 - the hashtag #group3JENESYS2022 to show their work to us

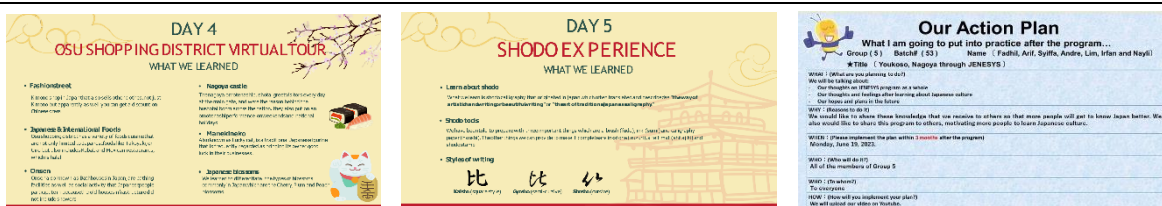
Japan-Malaysia Exchange (Invitation of Japanese Language Learners)



- **WHAT?**
 - Posting promotional posts about Japan on Instagram
 - Posting rarely known facts about Japan
- **WHY ?**
 - To expose more about the culture of Japan and Nagoya in detail based on local information

- To expand the bond between Malaysians and Japanese
- WHEN ?
 - After Day 7 of the program Takes 7 days (daily story based on theme)
- TO WHOM ?
 - Public (especially among our friends on SNS)
- HOW ?
 - Conduct an activity about sharing attractive and interesting posts, captions, pictures and titles to promote Japan such as sharing pictures from the visit to Japan with interesting captions via Instagram (Story & Highlight).
 - Interview Japanese to know more about the facts about Japan via internet.

Japan-Malaysia Exchange (Invitation of Japanese Language Learners)



- WHAT?
 - Our thoughts on JENESYS program as a whole
 - Our thoughts and feelings after learning about Japanese culture
 - Our hopes and plans in the future

■ WHY?

We would like to share the knowledge that we received to others so that more people will get to know Japan better. We also would like to share this program to others, motivating more people to learn Japanese culture.

■ WHEN?

Monday June 19, 2023

■ HOW ?

We will upload our video on YouTube.

Japan-Malaysia Exchange (Invitation of Japanese Language Learners) - 5



- WHAT?

Promoting Japanese Pop Culture through the use of social media

■ WHY?

We find that Japanese Pop Culture has the potential to attract more visitors to Japan. We also want to encourage the younger generation to learn more about Japan.

■ **WHEN?**

April to June, 2023

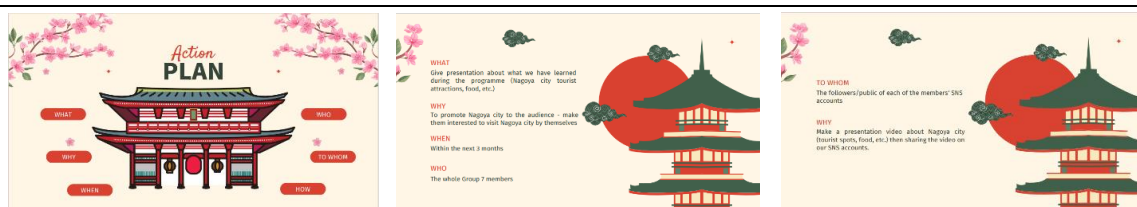
■ **TO WHOM?**

People on social media (younger generation)

■ **HOW?**

By posting pictures of Japanese Pop Culture related events on our social media accounts.

Japan-Malaysia Exchange (Invitation of Japanese Language Learners) - 6



■ **WHAT?**

Give presentations about what we have learned during the programme (Nagoya city tourist attractions, food, etc.)

■ **WHY?**

To promote Nagoya city to the audience – make them interested to visit Nagoya city by themselves

■ **WHEN?**

Within the next 3 months

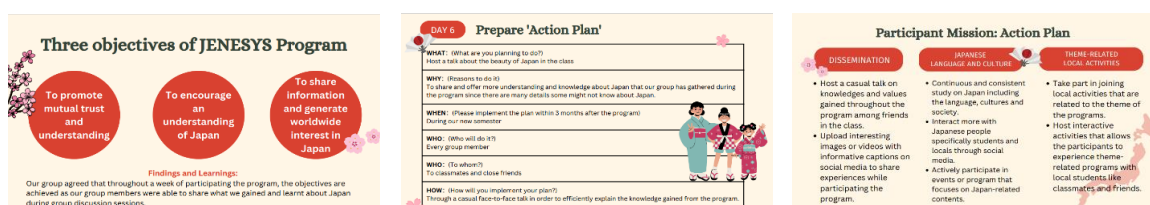
■ **TO WHOM?**

The followers/public of each of the members' SNS Accounts

■ **HOW?**

Make a presentation video about Nagoya city (tourist spots, food, etc.) then sharing the video on our SNS accounts

Japan-Malaysia Exchange (Invitation of Japanese Language Learners) - 7



WHAT : (What are you planning to do?)

Host a talk about the beauty of Japan in the class

WHY : (Reasons to do it)

To share and offer more understanding and knowledge about Japan that our group has gathered during the program since there are many details some might not know about Japan.

WHEN : (Please implement the plan within 3 months after the program)

During our new semester

WHO : (To whom?)

To classmates and close friends

HOW : (How will you implement your plan?)

Through a casual face-to-face talk in order to efficiently explain the knowledge gained from the program.

Japan-Malaysia Exchange (Invitation of Japanese Language Learners) – 8



■ **WHAT?/WHY?**

We will share research and findings about Japan on Social Media. We would like to educate the public more on Japan or Japanese culture by posting it on our social media accounts. Each member are given the freedom to choose anything they would like to do a research on and later will be posted on the social media accounts of their choice.

■ **WHEN?**

The plan will be implemented withing the 3 months after the program ended.

■ **TO WHOM?**

To friends, family and the general public.

■ **HOW?**

Using research data and the knowledge gained from this 1 week program

Implementation agency: Japan International Cooperation Center (JICE)