

JENESYS2022 Singapore-Japan "Japanese Communication and Culture "Exchange I " (Invitation Program) Report

1. Program Overview

【Objectives】

The objective of this program is to provide opportunities for Japanese language learners to deepen their understanding of Japan in diverse field, boost their motivation to learn Japanese, and to help them discover the possibilities of studying and working in Japan through observations and homestay.

【Participants】

Total: 38 vocational school students and supervisors from Singapore

【Locations】

Pre-study Program: Tokyo

Inbound Program: Tokyo and Akita

2. Program Schedule

■ Pre-study Program (Online):

Tuesday, September 27 【Lecture and Q&A Session】 Lecture on Japan “Japan Today” Lecturer: Mr. KIMURA Hideo, Executive Managing Director, SIMA (Strategic International Management Associates)

Wednesday, March 1 【 Pre-departure Orientation 】 Pre-departure briefing, inbound program overview, confirmation of the schedule

Self-Study before coming to Japan : 【Video Viewing】

Virtual Home Visit, Message from Minamisanriku, Study Japanese Culture in Kyoto, Peace Tour in Hiroshima, Learning Japanese, WELCOME to JAPAN! ~infection control measure in Japan~, Lecture “Japan Today”

■ Inbound Program:

Wednesday, March 8 Entry from Haneda Airport

【Orientation】 Post-arrival orientation

【Lecture】Japanese Lesson Lecturer: Ms. IGARASHI Hiromi and Ms. TOMA Aya, Japanese Language Education Division, International Cooperation Promotion Department, JICE

Thursday, March 9 【Observation】 Hamarikyū Gardens, Kabukiza

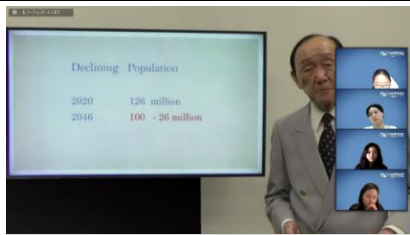
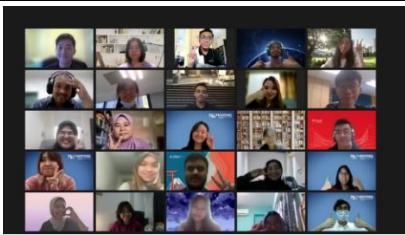
【Observation】 Tokyo Daijingu, Asakusa

Friday, March 10 Travel from Tokyo to Akita

【Observation】 Kakunodate Samurai Residence
 Saturday, March 11 【Courtesy Call】 Mr. TAGUCHI Tomoaki, Mayor of Semboku City, Mr. YOSHIDA Hiroyuki, Chairman, Semboku International Association
 【Meeting with Host Families】
 【Homestay】 9 households in Semboku City, Akita
 Sunday, March 12 【Farewell Party with the Host Families】
 【Workshop】 Preparations for the reporting session
 Monday, March 13 Travel from Akita to Tokyo
 【Reporting Session】
 Tuesday, March 14 Depart from Haneda Airport

3. Program Photos

Pre-study Program

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

Inbound Program

	
March 8 【Orientation】	March 8 【Lecture】 Japanese lesson
	
March 9 【Observation】 Hamarikyu Gardens	March 9 【Observation】 Kabukiza
	

March 9 【Observation】 Tokyo Daijingu	March 9 【Observation】 Asakusa
	
March 10 【Observation】 Kakunodate Samurai Residence	March 11 【Courtesy Call】 Semboku City, Akita
	
March 11 【Meeting with Host Families】	March 11 【Homestay】 Semboku City, Akita
	
March 12 【Farewell Party with the Host Families】	March 13 【Reporting Session】

4. Voices from Participants (excerpt)

◆ Undergraduate Student

I learned much from the lecture, and now there are so many things I want to experience firsthand!

◆ Undergraduate Student

I really enjoyed participating in the pre-exchange program. I was able to deepen my understanding of Japan. I thought it would be even better if questionnaires or quizzes could be introduced in the future to encourage more exchange between the participants.

◆ High School Student

I truly enjoyed the homestay. It was a very special opportunity to experience the lifestyle of the people living in Akita. The family that hosted me was very warm and welcoming. I also had the opportunity to experience a non-formal tea ceremony. Although I had no knowledge of the tea ceremony, it was a very enjoyable and calming experience. I would like to experience it again.

◆ Technical College Student

The most memorable part of this program was the homestay. Visiting a traditional Japanese home in a rural area of Japan and living with a Japanese family was a rare and valuable experience. I was also impressed by the historical buildings such as the shrines and temples, and also the Shinkansen bullet train. I thought it was amazing to see them in pictures and animations, but to

actually ride a bullet train was an experience that I could not believe was actually happening.

◆ Undergraduate Student

To be honest, I had no idea where Akita was, but I am glad to have had the opportunity to experience life in the Akita region through a homestay, and it was something I'll never forget. With our very busy schedule, being in Akita felt like a break from it all. We interacted with the families and local people, and even learned some local dialect, such as "umee" for "delicious". My group's host family made us feel very welcome and treated us to many local dishes that included vegetables they had grown themselves. They also taught us how to make traditional foods such as *Kiritanpo and Sasa-Mochi, and how to fold origami cranes. They also let us wear kimonos.

* Kiritanpo (mashed rice on a skewer) and Sasa-Mochi (mochi rice wrapped in bamboo leaves)

5. Voices from the Receiving Parties (excerpt)



◆ Host Family

Hosting people from overseas allowed us to rediscover different aspects of our culture. Thanks to online translation apps, I felt that we were able to become much closer to each other.

◆ Host Family

We had an amazing two days.

6. Disseminations by the Participants

	
<p>September 27, 2022 (Instagram)</p> <p>JENESYS Online Program for Singapore and Malaysia</p> <p>Thank you for organizing this online program. Looking forward to meeting yall again in the future!</p>	<p>September 27, 2022 (Facebook) (Singapore)</p> <p>Thank you for Kimura Sensei's interesting sharing. I get to know more about Japan now. From introduction to history, culture, social and even economic, it benefits me a lot. It is an interesting and exciting program to understand Japan more.</p> <p>Thanks a lot for giving me the opportunity to join this event too. Really hope that I have the opportunity to visit Japan!</p>



March 12, 2023 (Instagram)

Undergraduate student from Singapore

Yesterday was our fourth day in Japan! We met our host families early in the morning and spent the entire day with them! 3-4 students were assigned to one household and explored the city with the family.

I had the chance to eat at a local ramen store. Everyone was local. It felt like we were also the locals ourselves. We also went shopping, sightseeing at Hikosan Shrine and the majestic Tazawa-ko Fun fact, Lake Tazawa is a popular place to swim in summer!

Eating food prepared by my host family, spending time and watching baseball games with them, I felt like I was truly immersed in Japanese culture.

Next morning, お母さん (Mother) taught us to make pizza and I told her that I like pineapple pizza. She was so surprised as she had never heard of that as a pizza ingredient. It was her time trying, she loves it and told us that she will include it into their menu!

Some of my 友達 (friends) went snowboarding, shopping at Aeon Mall, trying out 着物 (kimonos; the national dress of Japan)! Everyone had a different homestay experience and it made this trip unique to us! That concludes our fourth day of the trip.

March 12, 2023 (Instagram)

Undergraduate student from Singapore

Leaving Akita today

The past few days have been really memorable and has shown me what it's like to live in Akita. The rich culture and history is very engaging to learn about.

The scenery and views were astonishing, and we felt very welcomed with the warm smiles from the locals.

7. Action Plans for After Returning Home Presented at the Reporting Session (excerpt)

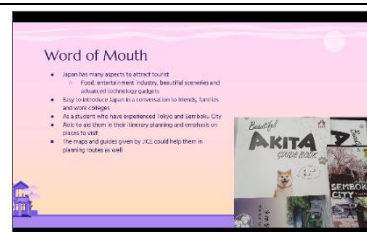
Japanese Communication and Culture I (1)



■ Action Plan “Social Media Dissemination”

1. Back in NYP, we have a school club called the Sakuran Japanese Cultural Club, which has an Instagram page. We will be editing our videos and photos and posting them as story highlights, reels and posts on Instagram.
2. Instagram Story Highlights (Vertical, full-screen photos and short videos): Mainly pictures and videos without description, maybe just location name.
3. Instagram Reels (Long edited videos): We will compile and edit videos and post as a reel. Likely concludes each day in JENESYS, or particular categories.
4. Instagram Posts (Photo posts shown): Compiles the best photos from each day, with caption describing the day.
5. We will also be sharing our experiences through reflections from our participants under the captions of the posts.

Japanese Communication and Culture I (2)



■ Action Plan “Promoting Japan”

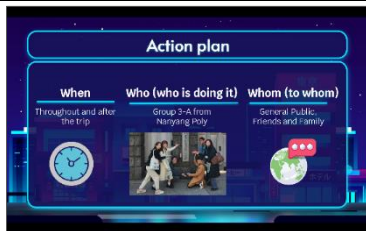
We believe that we can use the connections at our universities to promote Japan by communicating culture and customs unique to Japan as fellow students. We plan to promote Japan in mainly six ways

1. NYP Sakuran Japanese Cultural Club (SJCC)
2. Outreach to other culture clubs and do collaboration with them
3. Host more cultural appreciation sessions available to the school/public
Singapore is a country of diplomacy with ties to many countries, and hosting a cultural session on Japan is a great way to introduce the unique culture of Japan to the people of Singapore. We will use the maps and guides distributed in the JICE program to share our knowledge about Japan with the participants.
4. Collaboration with Japan martial arts club on history of the martial arts (Judo, Kendo)

5. Introduce some Japan festivals into NYP, then SG (White Day, Coming of Age Ceremony)
6. Word of mouth (Talk about it to colleagues, friends, clients)

Japan has many aspects that attract tourists, including its cuisine, entertainment, beautiful landscapes, and advanced technological products, and we will introduce these to friends, family, and colleagues during conversations. As participants who have experienced the program in Tokyo and Senboku, we will advise people on where to visit and how their itinerary should be. I would also like to use the maps and guidebooks distributed during the program.

Japanese Communication and Culture I (3)



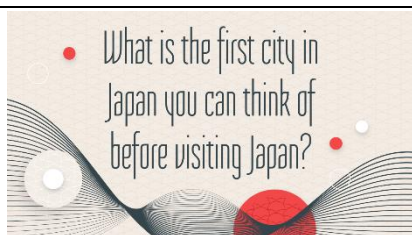
■ Action Plan

Group members from NP will implement the Action Plan for the general public as well as for their friends and families during the program in Japan and upon their return to Singapore.

1. We will use Facebook and Instagram
 - Facebook – post photos and videos
 - Instagram – use the story and post functions

We will post as much as possible about what we experienced here in Japan through the Program.
2. We will share what we learned during the program and interesting facts about Japan to our friends and family, drawing on our individual experiences.

Japanese Communication and Culture I (4)

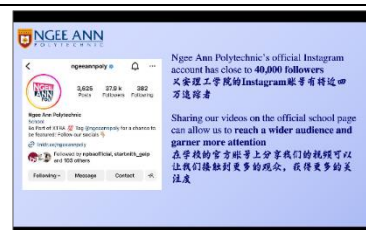
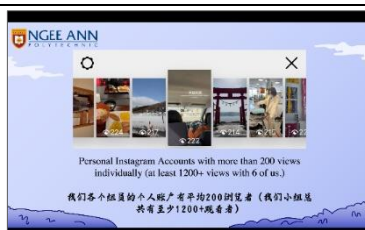


1. When we conducted a survey on which Japanese prefectures people in Singapore had visited, most had been to places such as Tokyo and Osaka, and historical areas such as Kyoto, Nara, and Hiroshima. Only 0.3% had visited Akita Prefecture, but we believe there are hidden treasures in rural areas.
2. What we noticed in Japan is that people are very considerate. For example, we found that they have a culture of caring for others, such as not shouting in public and cleaning up after themselves everywhere they go.

After considering the above two points, we discussed what kind of social media outlets would be best to promote Japan's attractions to a wider audience, and finally arrived at the conclusion that a

blog would be the best option. The flow would be to get young people interested in Japan on Instagram, older people on Facebook, and then short video posts on TikTok for the general public. After getting people interested in Japan through various social media outlets, we would then lead them to the blog. Currently, we have only made a demo film, but after returning to Singapore, we hope to improve the content.

Japanese Communication and Culture I (5)



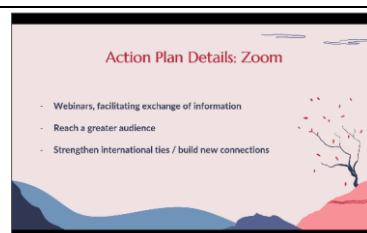
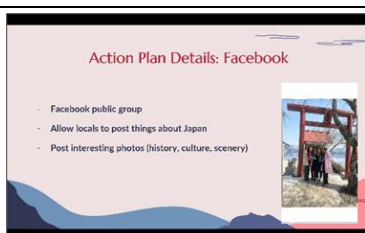
■ Action Plan

We knew that the Japanese were polite, but everyone was neatly dressed in the streets and we did not see anyone walking and eating at the same time. The streets were clean even though there were no garbage cans to be seen.

We plan to make a video of the picturesque and beautiful scenery of Akita and Japanese culture and post it on TikTok.

1. To come up with a video clip with the six of us sharing our experiences in Tokyo and Akita by 31 March. Editing of video by 30 April. Vet and finalize by 15 May to upload on social media.
2. Ngee Ann Polytechnic's official Instagram account has close to 40,000 followers
Sharing our videos on the official school page can allow us to reach a wider audience and garner more attention. Personal Instagram Accounts with more than 200 views individually (at least 1200+views with 6 of us).

Japanese Communication and Culture I (6)



■ Action Plan

In Singapore, the younger generation is more interested in Japan, with 68% of the population aged 16-24 naming Japan as their desired next travel destination. Therefore, we came up with the following three plans using Instagram as a platform.

- We will conduct an exchange of regional ambassadors between regional areas in Singapore and Japan.
- We will create a location tag and allow people to see the location by opening the tag.
- We will create the hashtag #connectJapan.

Implementation agency: Japan International Cooperation Center (JICE)