

Editor's Introduction

TENTH ANNIVERSARY ISSUE

We are celebrating the publication of this tenth anniversary issue with good reason. Readers may respond with the simple words, “why only the tenth?” Believe it or not, however, it took almost twenty years to plan, collect manuscripts, edit, and publish our first ten issues of the *Japanese Journal of American Studies*.

I would like to recommend readers to glance over the tables of contents of past issues at the end of this volume. The first issue was published in 1981 under the leadership of the first editor, Tadashi Aruga. No doubt, we JAAS (Japanese Association for American Studies) members owe him a great deal. In his day it must have taken a couple of years to publish one volume. The editor was fully involved in the organizing of the special topics. Additionally, the editorial committee made every effort so that the directions of contemporary Japanese scholarship in Japanese on the theme could be introduced to foreign scholars. In volume one, for instance, Sadao Asada provided a detailed historiography regarding U. S. policy toward East Asia just after World War II. In volumes two and three, Tadashi Aruga provided similar historiographies summarizing Japanese scholars' works related to each topic. Up until the third volume, the activities of the JAAS, focusing on the annual meetings, were recorded. Before 1994, the annual periodical of our Association, *Amerika Kenkyu* [or *the American*

Review], whose papers were mostly written in Japanese, accepted a couple of articles written in English.

The editorial policy of our Journal drastically changed under the leadership of the second editor, Shinichi Shigihara, i.e., 1991 through 1996. First, the publication became biennial, and then annual. Special topics were selected each time from among the sessions of the annual meetings rather than chosen by the editorial board, and in addition members were encouraged to submit their papers on other topics as well. A substantial portion of our activities was occupied by the editing and polishing of original manuscripts, including those of invited articles.

Eiichi Akimoto succeeded as the third editor in 1997. Now we have arrived at the tenth issue, for which Mary Helen Washington and Hitoshi Abe contributed papers originally given as presidential addresses at the annual meeting of our Association held at Chiba University in June 1998. Washington, then the president of the American Studies Association, redefined black literary history in the 1950s by examining the works and activities of Frank London Brown. She takes up Brown's autobiographical novel *Trumbull Park*, of 1959 and suggests that it is necessary for us to change the way we read the literary work of black writers. Hitoshi Abe, the political scientist and then the president of the JAAS, challenged the comparison of democracy in Japan and the United States. *Minshushugi* is the Japanese translation of "democracy." According to Abe's formulation, one of the defects of Japanese democracy originates in its lack of the American republican tradition. Local governments in Japan have a poor tradition of the "direct democracy" often found abundantly in America. Since Japanese democracy failed to learn certain aspects of American tradition, as Abe argues, there are substantial problems to be solved in her politics.

On the other hand, American people have certain value systems and patterns of behavior which continue to challenge the cultural understanding of the United States by foreigners including the Japanese. That was one of the reasons why we selected "Taboo in American Society" as the main theme of this issue. We had a session on this same theme at the annual meeting last June and two panelists contributed their papers. Masaru Okamoto looked back on the changing focus of the temperance movement in "The Changing Meaning of What Was Considered to be 'Taboo' in the History of the Temperance Movement." Okamoto argues that as the implications of alcohol abuse

shifted from individual to social, so the justification or motivation of the temperance movement shifted from preventing moral to social evils. Noriko Hirabayashi traced the process of President Clinton's anti-tobacco campaign from 1995 through 1998 in "President Clinton's Strategies for Communications in the 1998 Tobacco Debate." She introduces a new notion of political communication strategies in analyzing the successes and failures of Clinton politics.

Three more people participated in writing on the "taboo" issue. In "The Puritan Origins of American Taboo," Naoki Onishi begins his analysis by explaining how the word "taboo," which originated in Polynesia, was transmitted to America in the late eighteenth century. Before that, colonial New England society showcased the taboo concept in examining sexual crimes such as adultery or sodomy. Onishi concludes that the court showed generosity in actual judgements, which contrasts with the strict image of the Puritan society. In "Racial Boundaries and Stereotypes: An Analysis of American Advertising," Yasuko Takezawa takes up issues in advertising during the 1920s and 1930s and illustrates the explicit or implicit expression of racial boundaries there, especially in the white/minorities relationship. Her work also refers to statistical sources. Atsushi Yoshida approaches taboo from the perspective of the drawings of Reginald Marsh in "Portraying the American Taboo: The Down and Out in Reginald Marsh's Oeuvre." According to Yoshida, Marsh formed his images from the real situation of homeless people during the Great Depression in the 1930s, visualizing poverty in art. On general topics, Ayako Uchida contributed a paper on "The Protestant Mission and Native American Response: The Case of the Dakota Mission, 1835-1862." Uchida traces the process of Protestant missionary activities that finally culminated in the disintegration of Indian culture.

The publication of the *Journal* is supported in part by a grant-in-aid for the Publication of Scientific Research Results from the Japan Society for the Promotion of Science, for which we are deeply grateful. We welcome active responses from our readers and hope they will be encouraged to submit their work to future issues, so that the publication will continue to be an important medium for American Studies across both disciplinary and national boundaries.

Eiichi Akimoto
Editor

For those who wish to submit a manuscript to the *Japanese Journal of American Studies*:

1. Contributors must be dues-paying members of the JAAS.
2. Contributors are expected to observe our time schedule. They must first submit the title and abstract (about 300 words) by mid-January. We are unable to accept manuscript without this procedure.
3. The final manuscript (maximum 9000 words including notes) is due early May. The editorial committee will inform each contributor of the result of the selection process by the end of June. If accepted, the paper will be published in June the following year.
4. The fall issue of the JAAS Newsletter will carry a “call for papers” announcement with exact deadlines and the special theme for the forthcoming issue.
5. The JAAS will accept inquiries through email:
jaas-exe@ab.inbox.ne.jp