

## Editor's Introduction

Globalization accelerated after 1989 when the Berlin wall collapsed. During the process of globalization more and more goods and services, capital, money, labor, and information penetrated into national economies so that the interdependence of the capitalist world intensified more than ever. It can be said that the world market has been extending quantitatively as well as geographically in the half-century since World War II. These new tendencies will bring us good news and bad. The good news is that we can enjoy high quality goods from all over the world at less expensive prices. The bad news is that as world competition intensifies more and more, firms will be obliged to restructure, making employees' status even more vulnerable than before.

Then people will ask who is to blame for all this. Who are the main actors in globalization? Multinational corporations? Hedge fund capitals? The U.S. government? The FRB chairman, Mr. Greenspan? The truth may be that they are all playing some part in the process, but there is no simple answer to the question. Unfortunately people always seek simple answers or scapegoats. In the past we could have separated the genuine laborers who worked for wages from the adventurous speculators who sought profit margins. But now, many laborers are deeply involved in the "speculative" stock market through stock options or retirement accounts, at least in the United States. How about Americanization? Some would argue that globalization has promoted a worldwide Americanization which has had negative effects on other nations. This is also a tricky conclusion because there is no one "American opinion" as seen from the fact that many NGOs or labor unions in the U.S. have vehemently opposed trade liberalization and the integration of the market.

As globalization proceeds, those who are doing research on American studies outside the U.S. find it increasingly difficult to take a balanced view of America itself, because we ourselves are heavily affected by a globalization drive which can often be unduly identified with Americanization. We must avoid drawing quick conclusions or making sentimental judgment without appropriate evidence on the subject.

The first article in this volume, "Looking at the United States from Two Dimensions of 'Otherness'," by Hiroko Sato, deals with the globalization of American studies from the perspective of women's studies. The former president of JAAS, Hiroko Sato read this paper as her presidential address at the thirty-fourth annual meeting held at Tezukayama University on June 3, 2000. Keenly observing the changing terminology and ideas of recent American Studies in the U.S., Sato suggests that a view made from the position of otherness, i.e., as both non-American and woman, may fundamentally transform the scope of internationalizing American studies. The next three articles are dedicated to this issue's main theme, "America at War: Experiences, Narratives, Legacies." In his "Discrepancies between Rhetoric and Realities: U. S. Commitments to Its Major Wars during the Last Hundred Years," Yoshikatsu Hayashi analyzes the rhetoric of five wars from the Spanish-American War through the Vietnam War, stressing the continuity of racial prejudice that has existed since the days of war against Native Americans. On the other hand, Hayashi argues, the reality of each battle was far distant from the rhetoric of justification which military requirements necessitated. Nobuo Kamioka in his "Support Our Troops: The U. S. Media and the Narrative of the Persian Gulf War," describes the process through which the U. S. government, mass media and the military cooperated in pursuing the public campaign supporting the war. Kamioka emphasizes what was learned from the "lost" war in Vietnam. Eikoh Ikui takes up the theme rather differently in his "Programming Memories: The Historicization of the Vietnam War from the 1970s through the 1990s." Analyzing some noted films, Ikui paraphrases the meaning of "reprogramming popular memory," and examines the way in which the history of Vietnam war has been revised in the U. S.

On general topics, Hiroyuki Matsubara in his "The Anti-Prostitution Movement and the Contest of the Middle-Class Reformers over Cultural Authority: San Francisco, 1910-1913," examines the dis-

courses of middle-class reformers in San Francisco in this period. He shows how women's re-entry into the anti-prostitution movement changed the general landscape of debates over the theme. Hideyo Konagaya takes up the topic of *Taiko*, or the Japanese traditional drum, analyzing the role that this traditional community activity has played for Japanese Americans as well as the various political, social, and cultural meanings that *Taiko* performances have expressed within multicultural America.

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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 the manuscript submitted without this procedure.
3. The final manuscript (maximum 7000 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 “call for the 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