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A new theoretical framework for
MUTUAL understanding of
Cultures
based on the concept of EMS.

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Is this culture ?



Is this culture ?



Natural object



Cultural object

Then, what culture is this ?



Eastern Culture....?



Buddhism Culture....?





Japanese
Culture

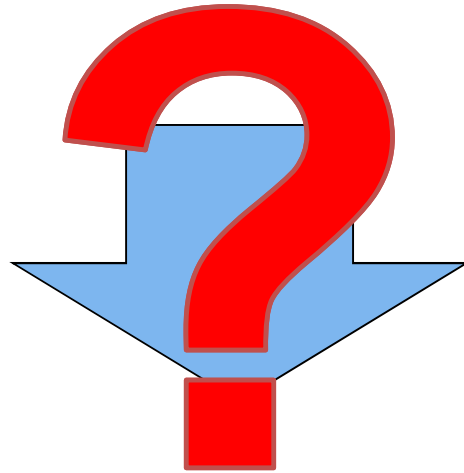
Eastern
Culture

Buddhism
Culture



You can choose the comparative contexts
ARBITRARILY

ARBITRARINESS

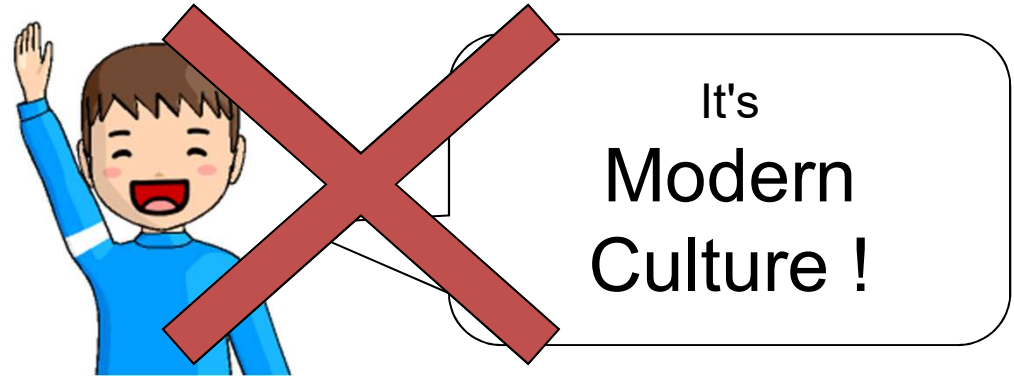


SUBJECTIVITY

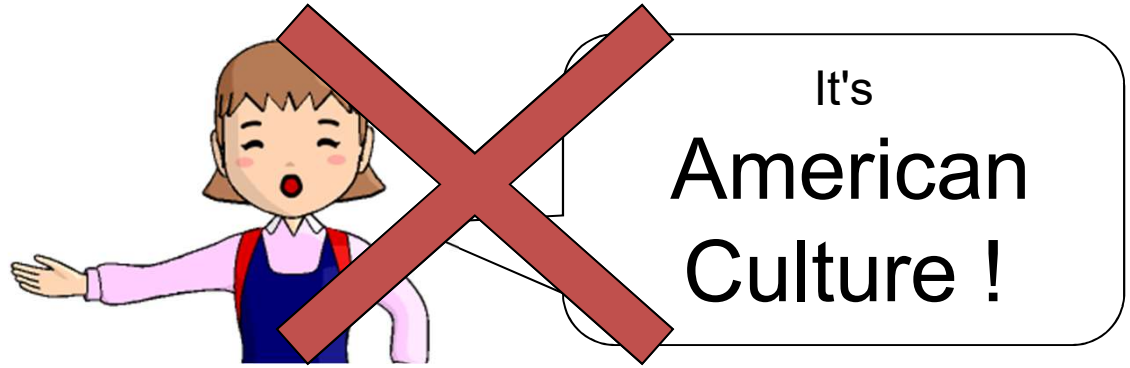
of

CULTURE

What culture is this ?



What culture is this ?



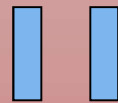
No !
Japanese
Culture.



Culture as Intersubjective Entity

- Culture is not mere a subjective phenomena,
- but it has a kind of objectivity that you can decide whether the answer is right or wrong,

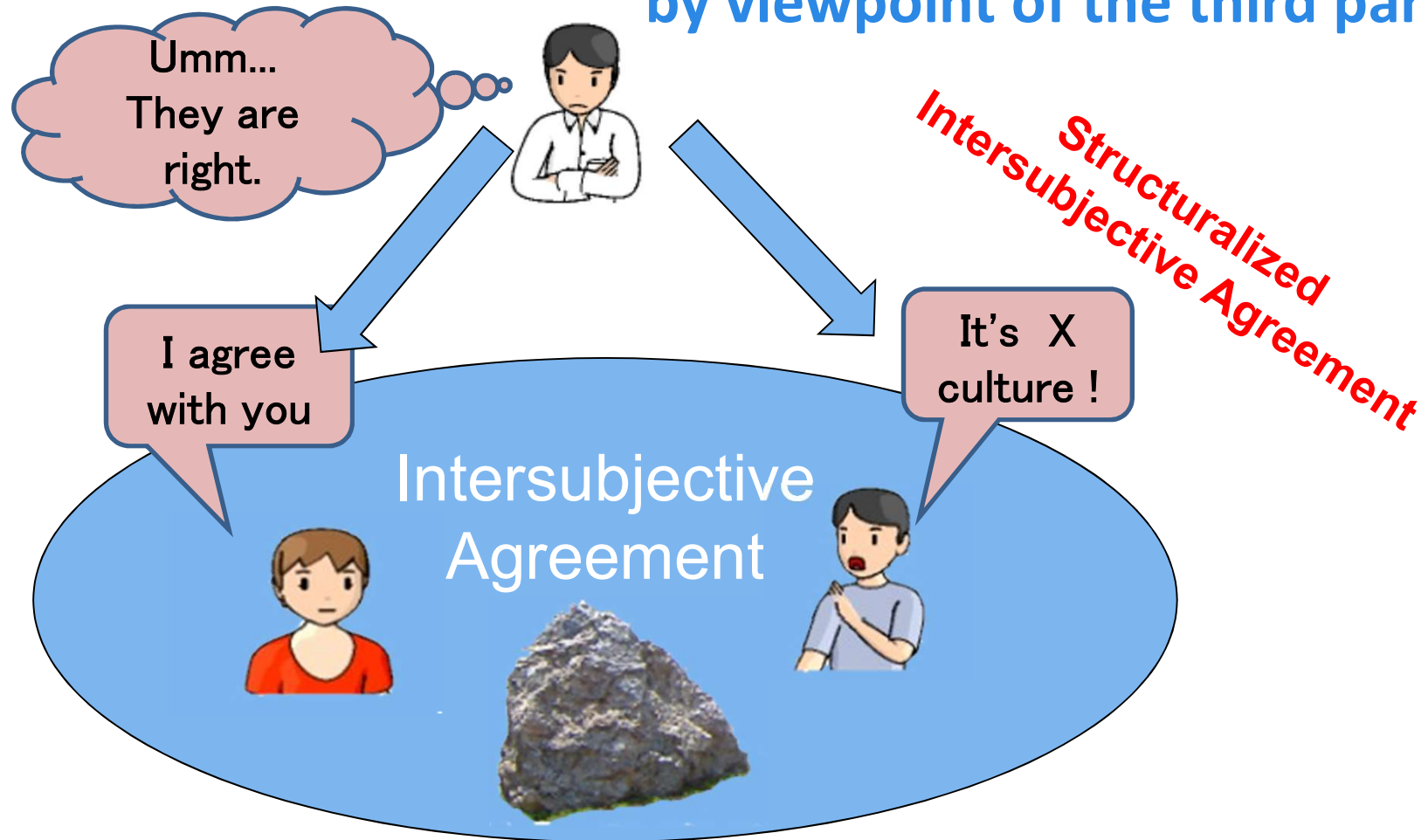
Culture as SUBJECTIVE = OBJECTIVE.



Culture as INTERSUBJECTIVE entity.

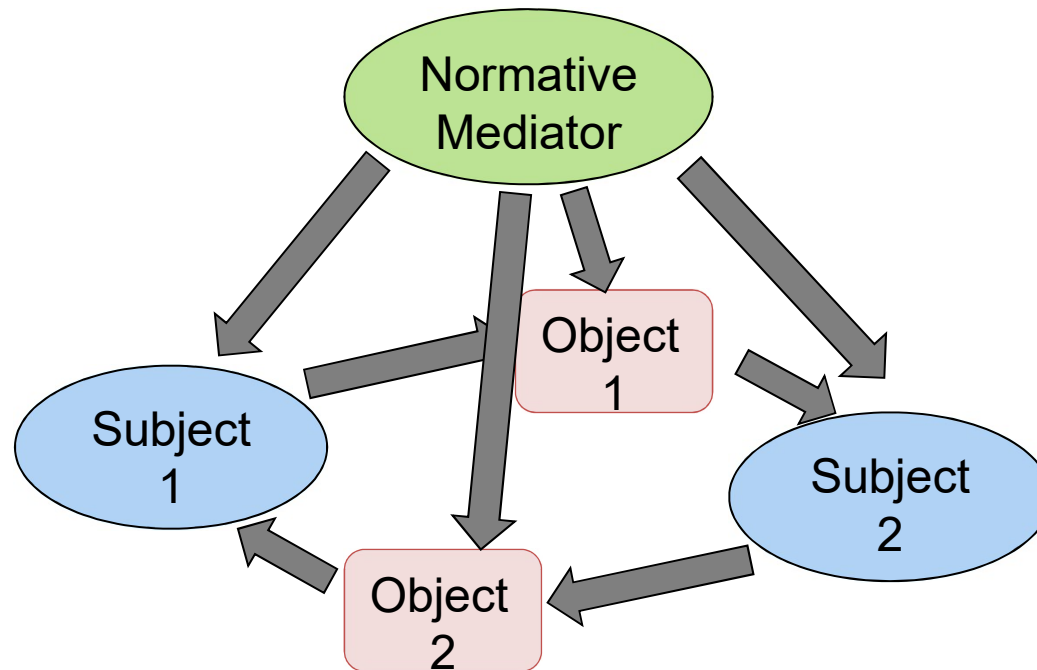
Objectification of Culture

The agreement is objectified
by viewpoint of the third party



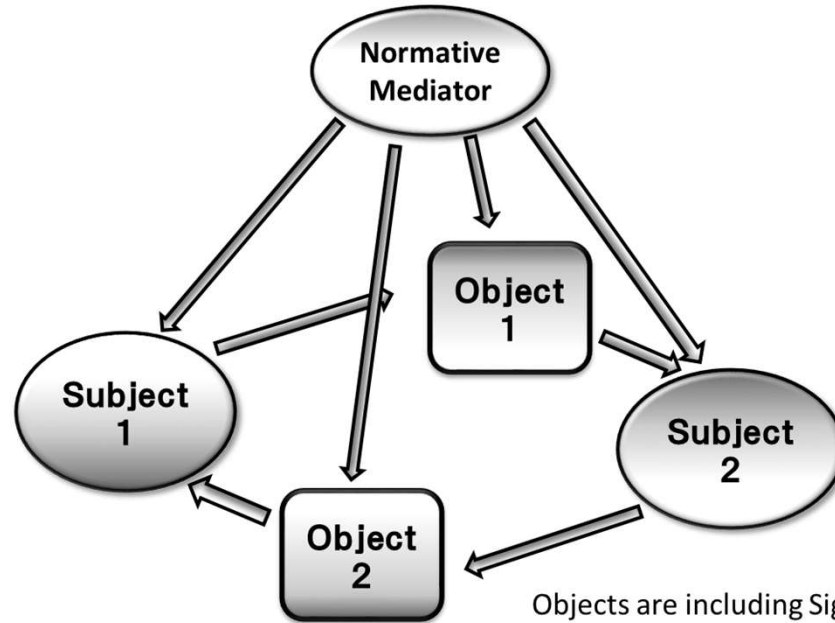
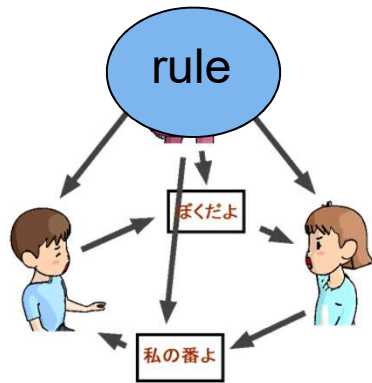
EMS

Expanded Mediation Structure

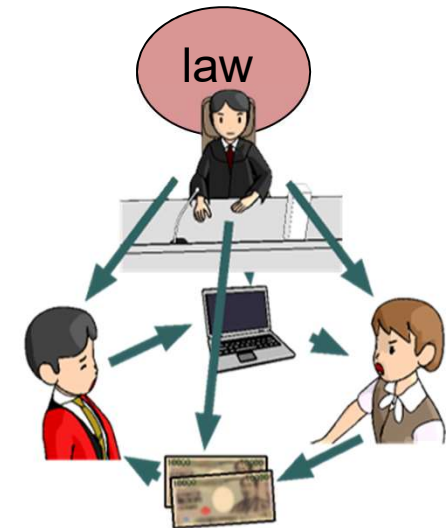


- <http://onlinelibrary.wiley.com/doi/10.1111/jpr.12095/pdf>

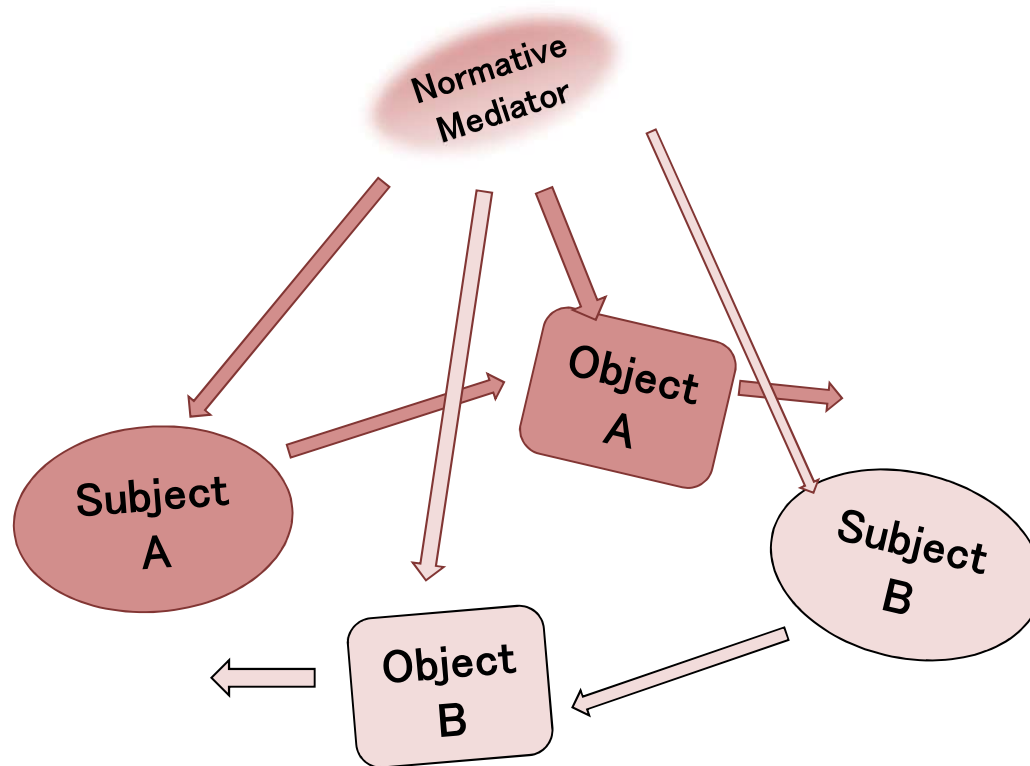
EMS: Basic Structure of Human Social Interactions



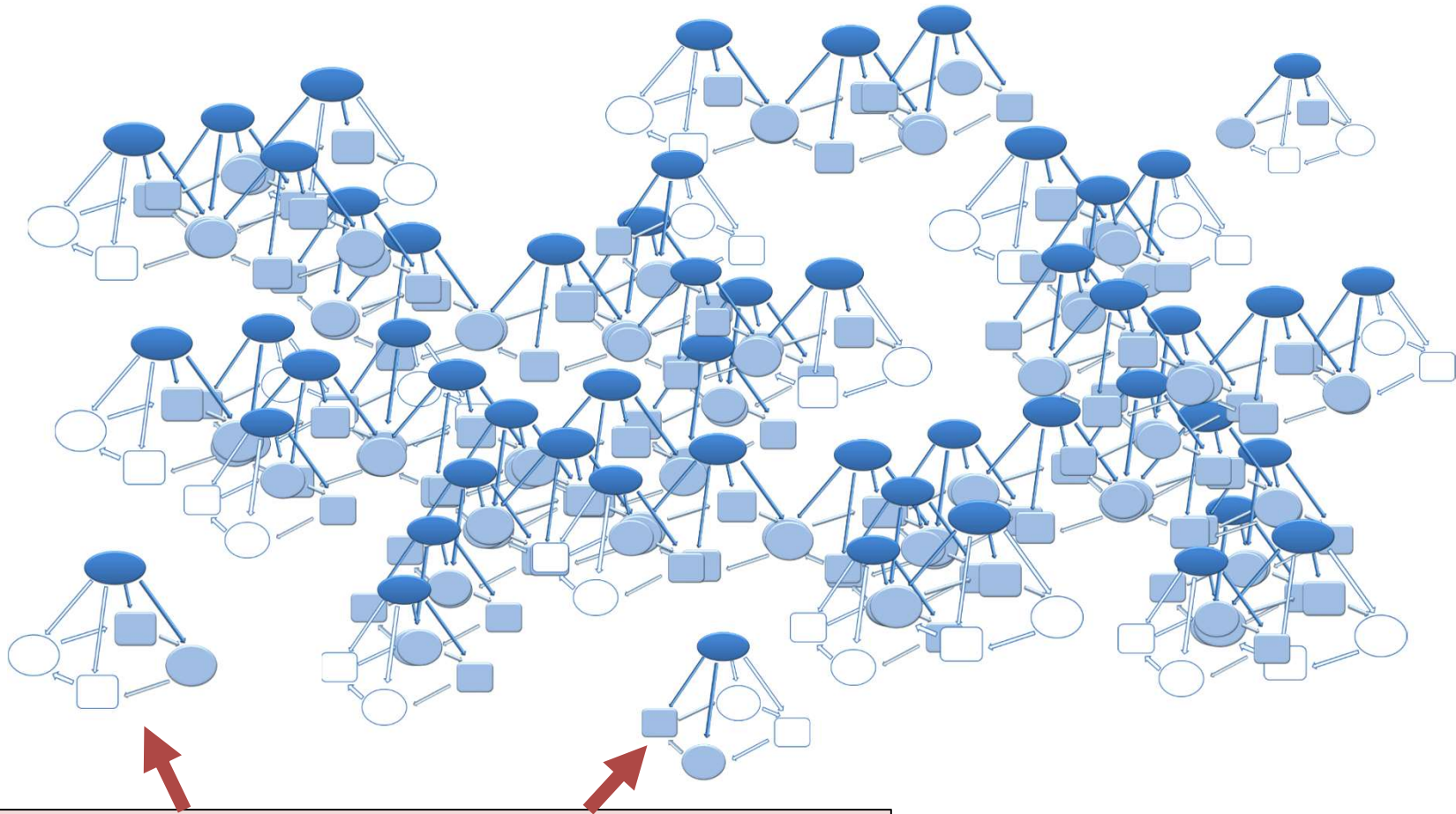
Objects are including Sign and Tool



Interaction Breaks Down when EMS malfunctions

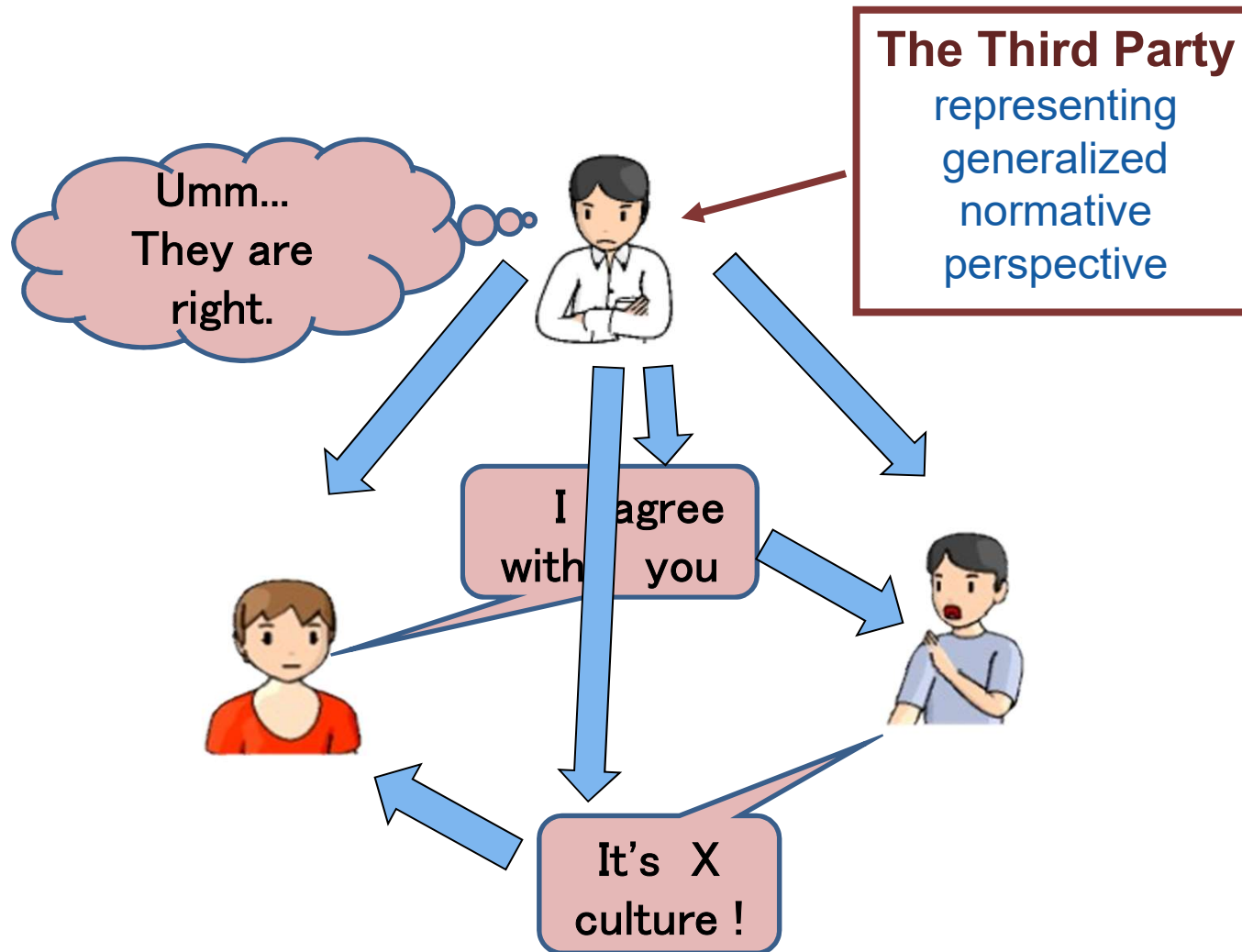


Social Network Composed of Interactions



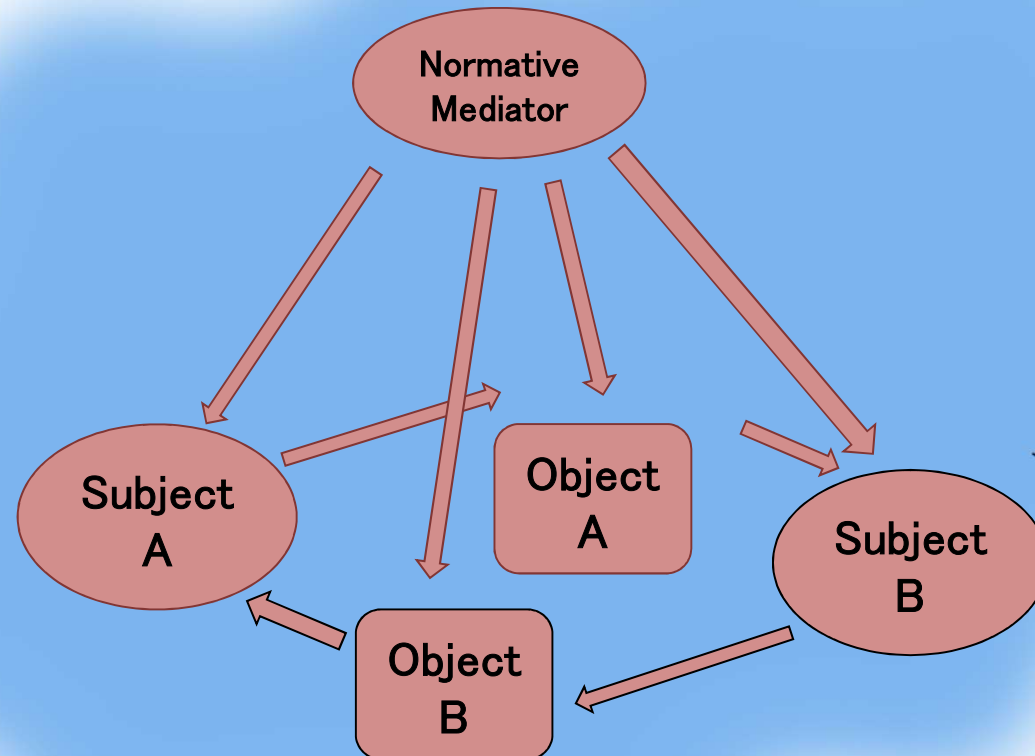
Failed to share EMS with others and isolated.

Stable Understanding of Culture in the form of EMS

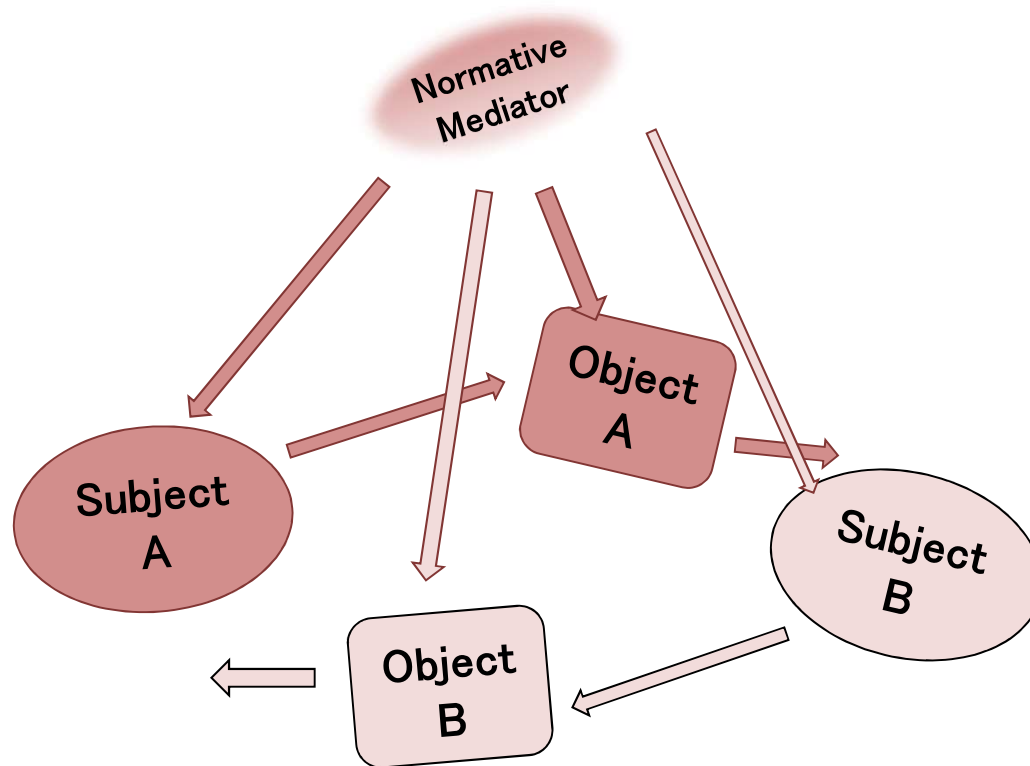


The formation
processes of
stereotypical
understanding of other
culture

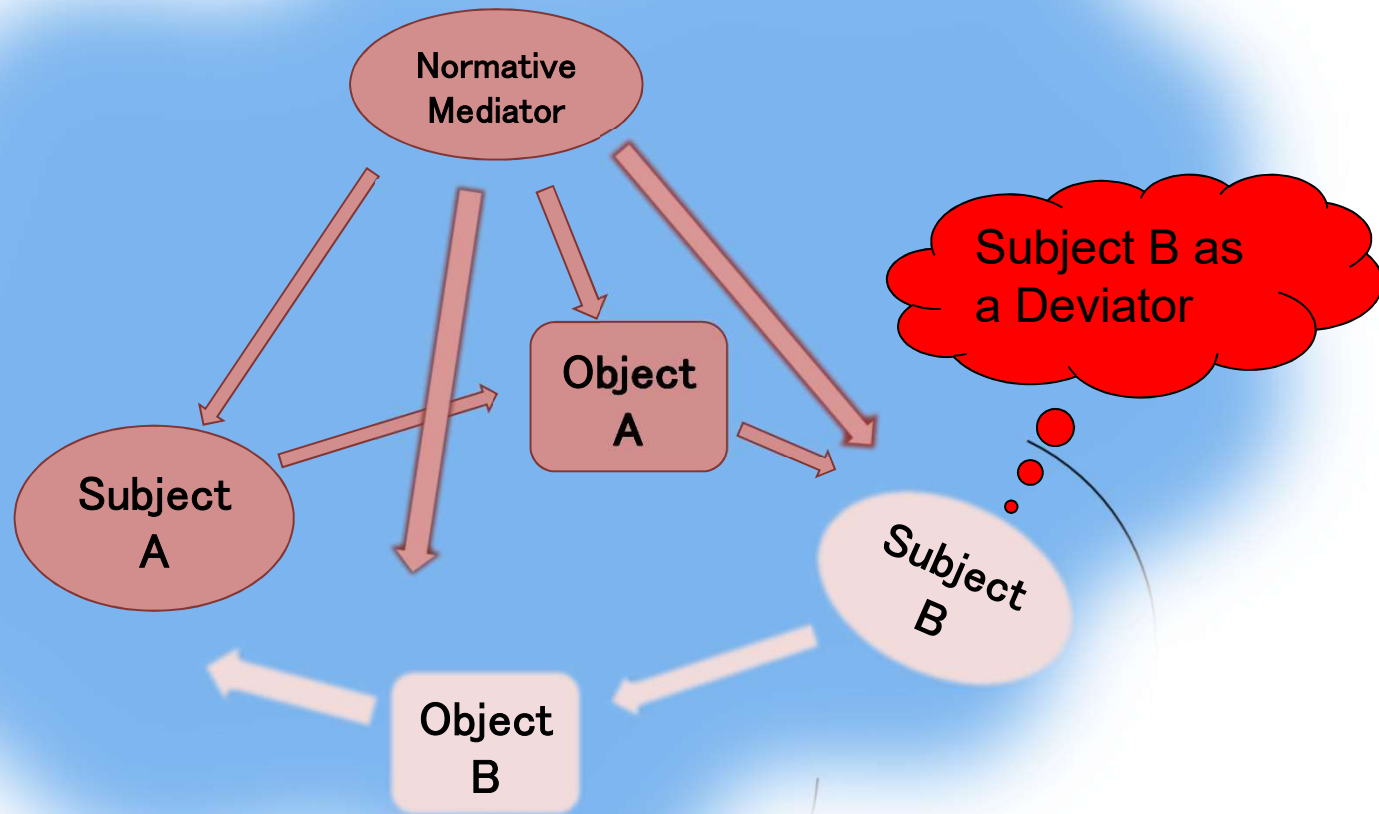
EMS is Functioning, Subjects Share a Communality



EMS is Malfunctioning, Crisis of Their Communalilty

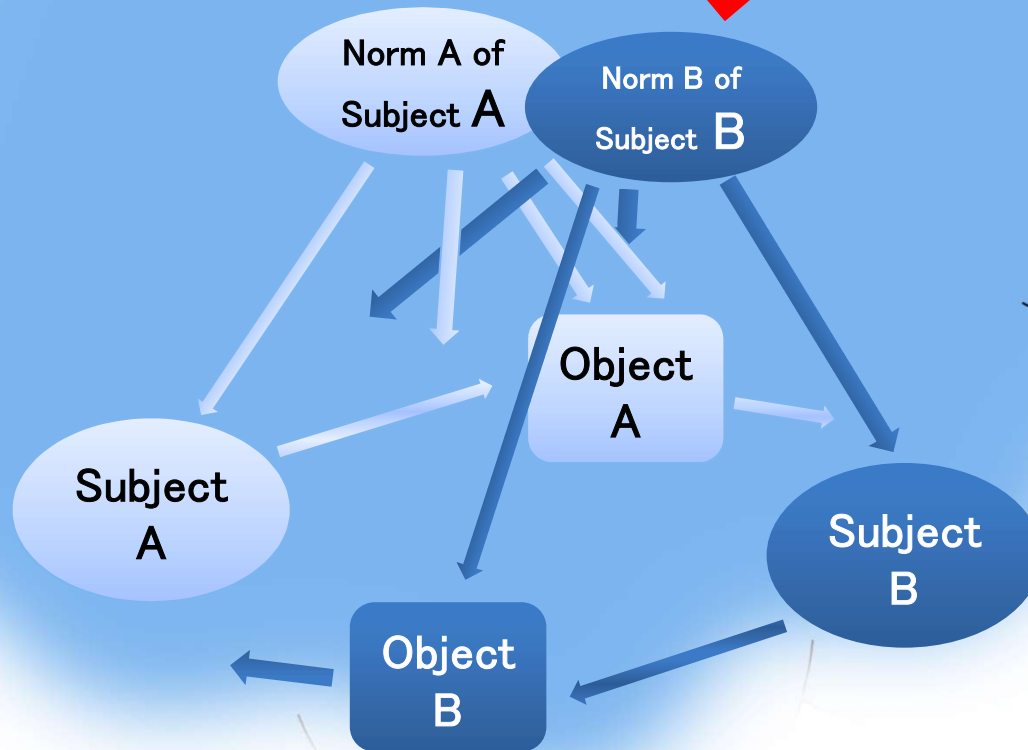


Possible Reason 1

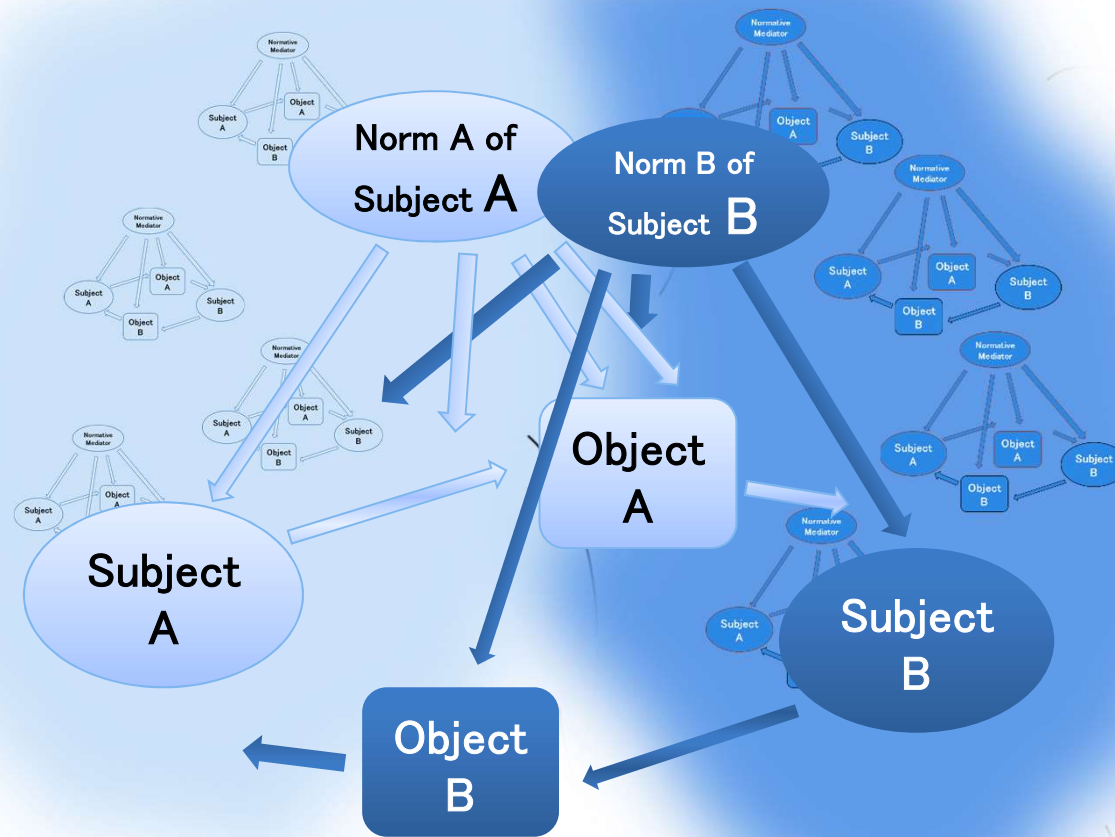


Possible Reason 2

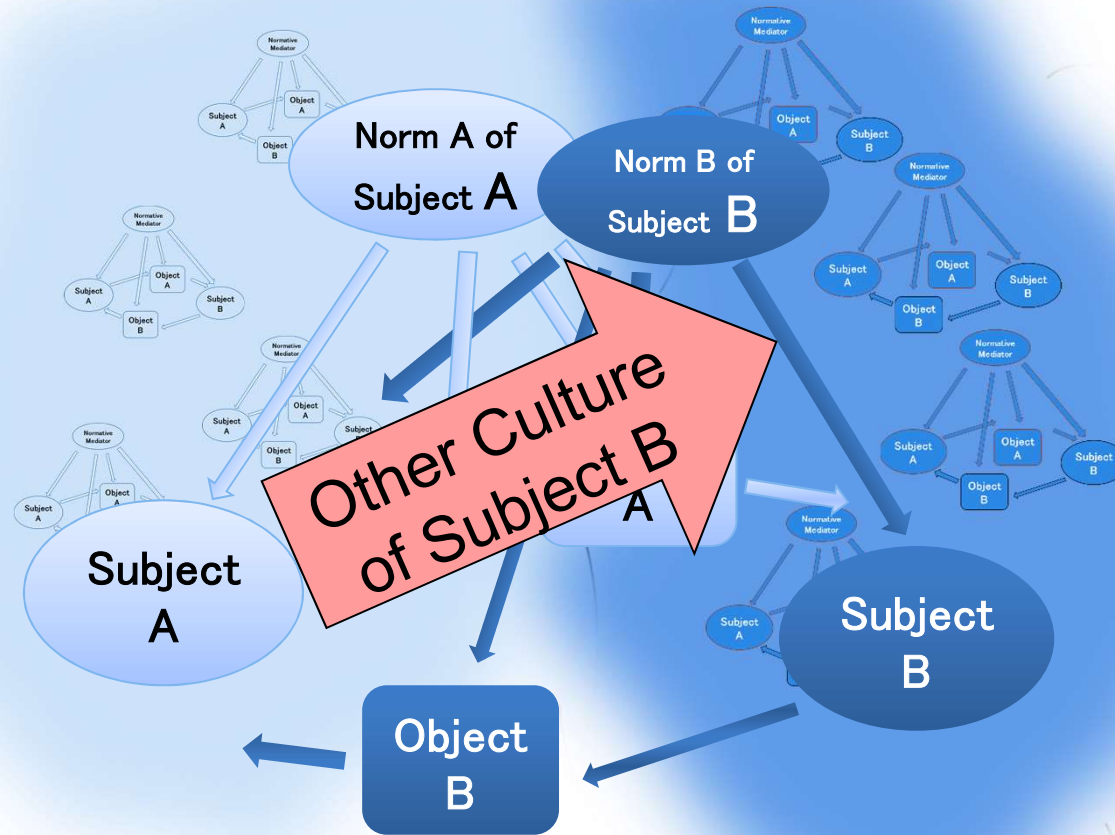
Gap and Conflict



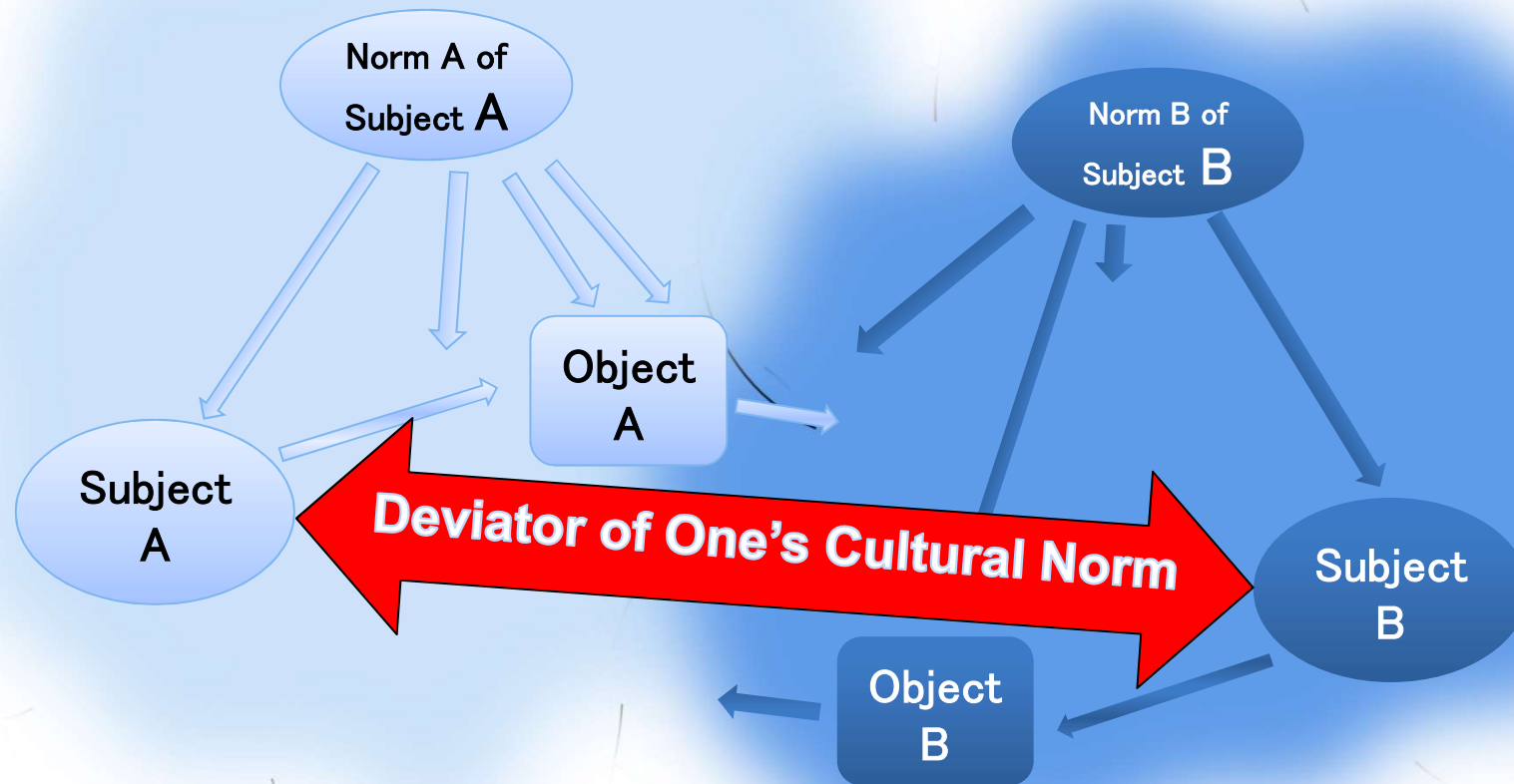
They find ;
they belong to different groups



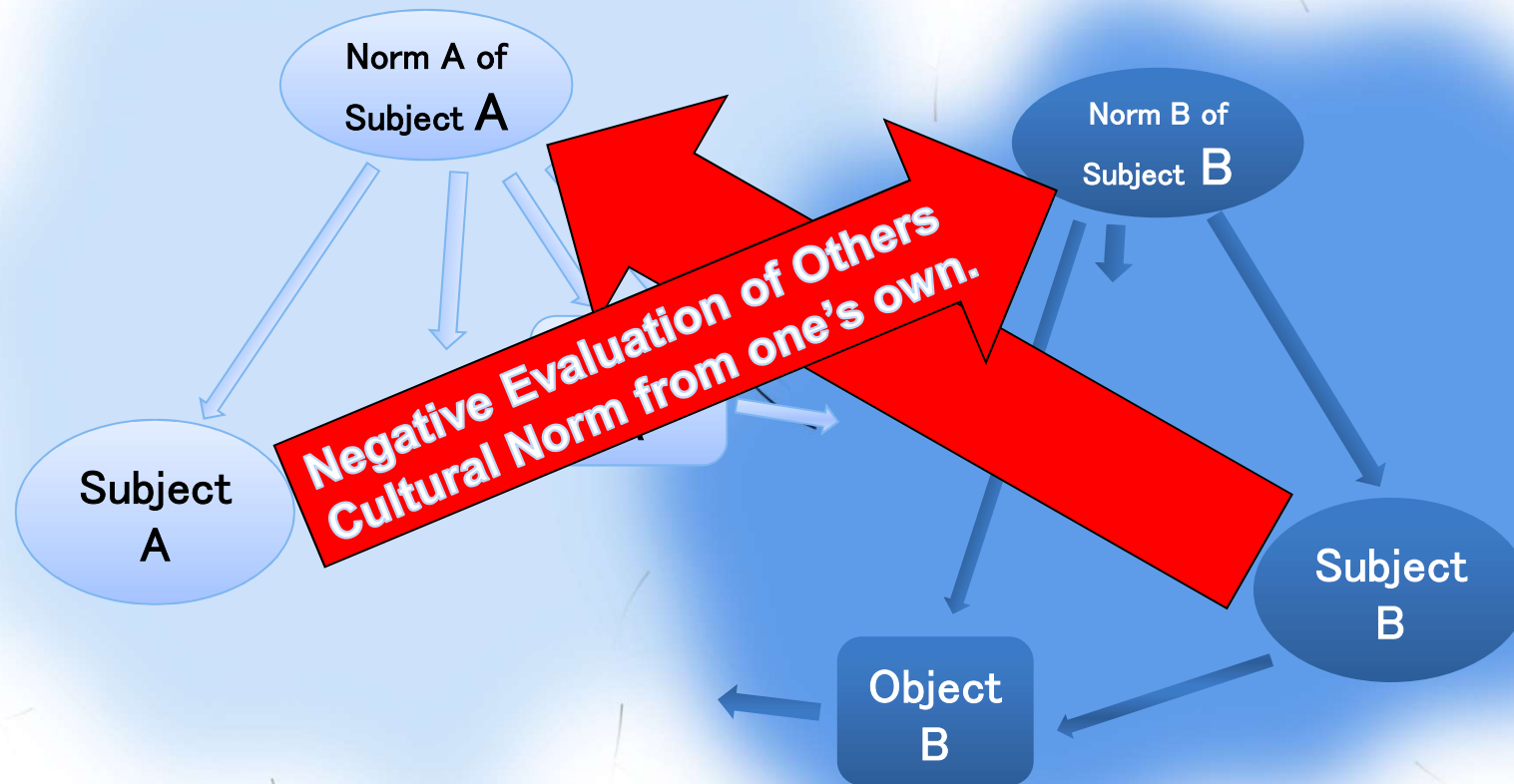
Other culture appears



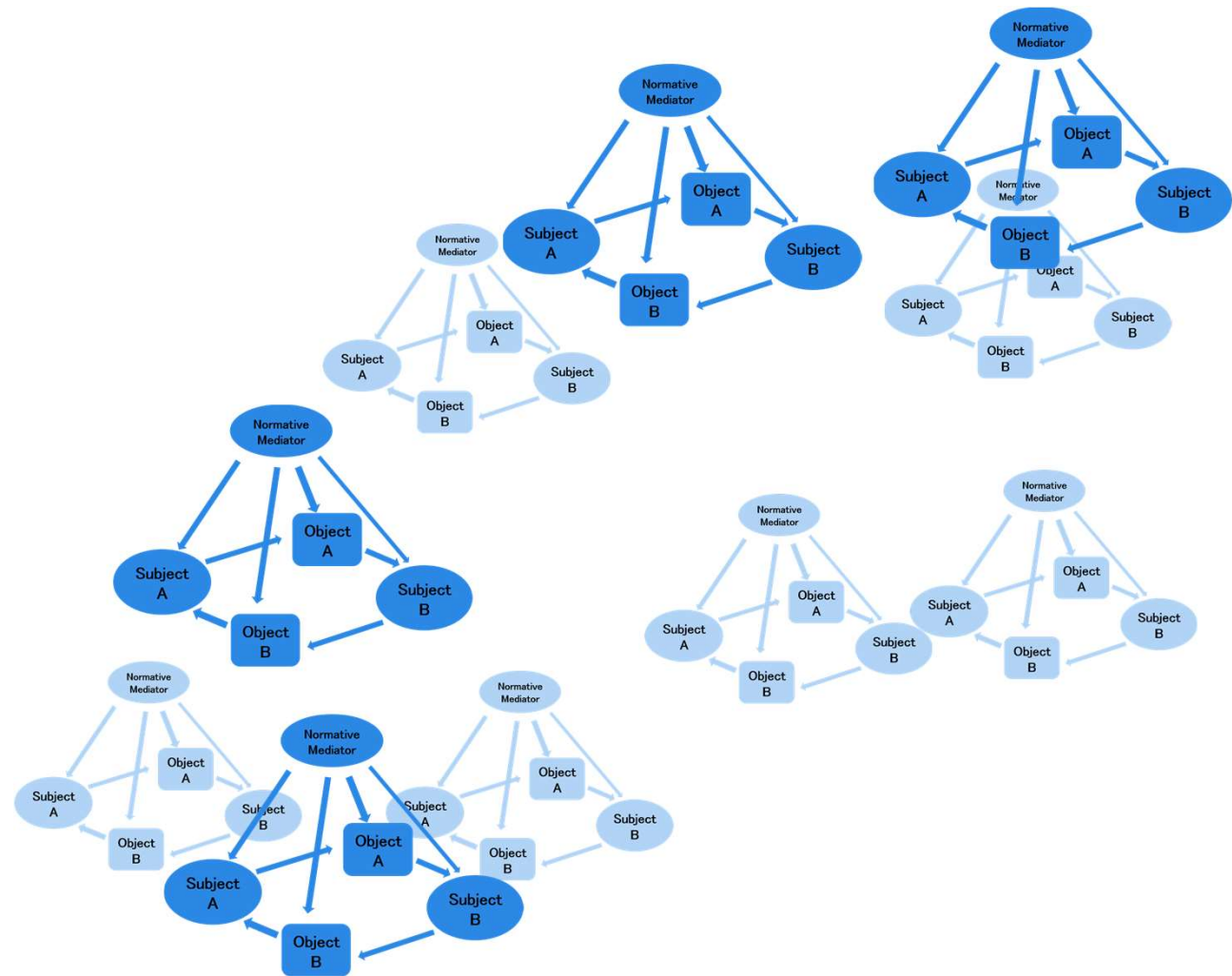
Stereotypical Static Understanding of Culture



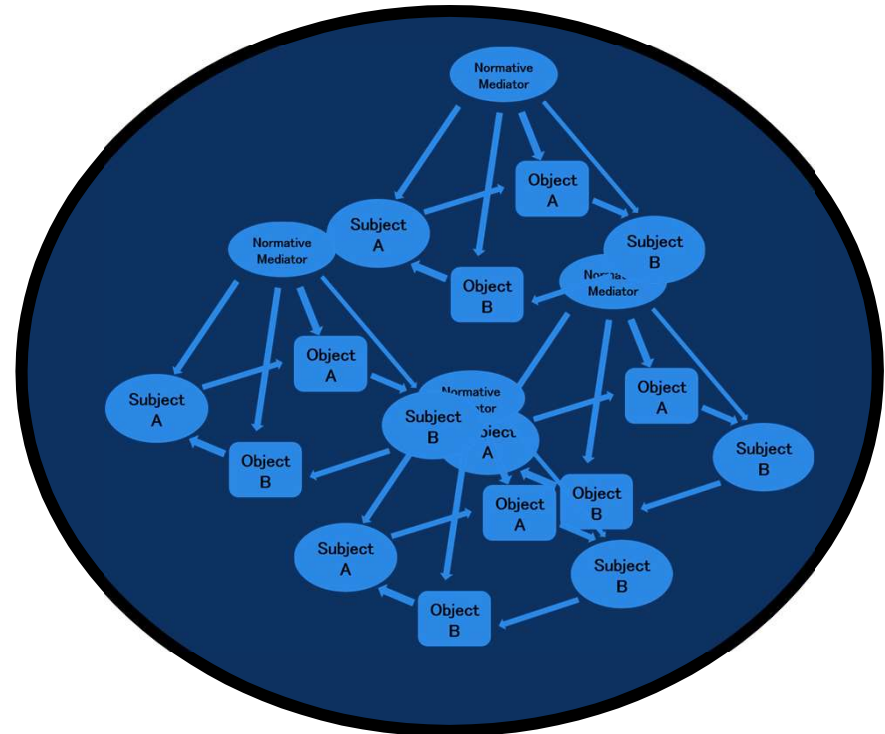
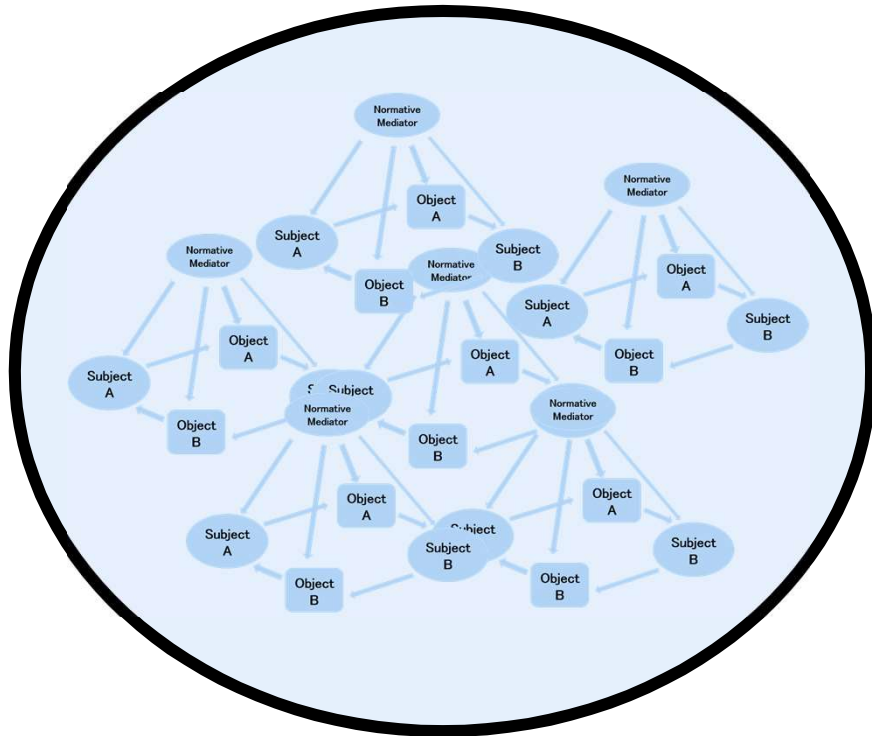
Negative Understanding of Other Culture



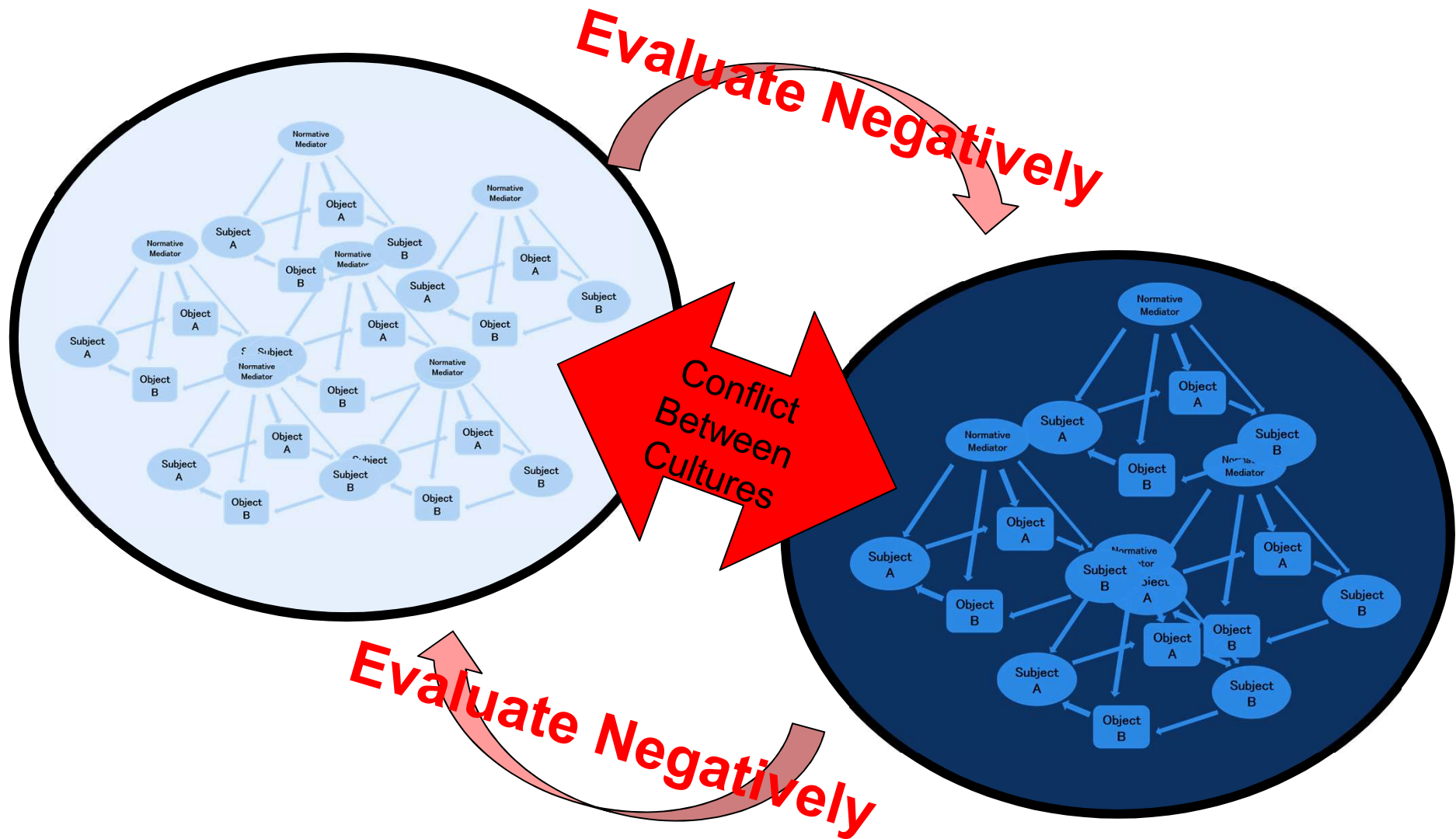
Formation of 'WE vs OTHERS'



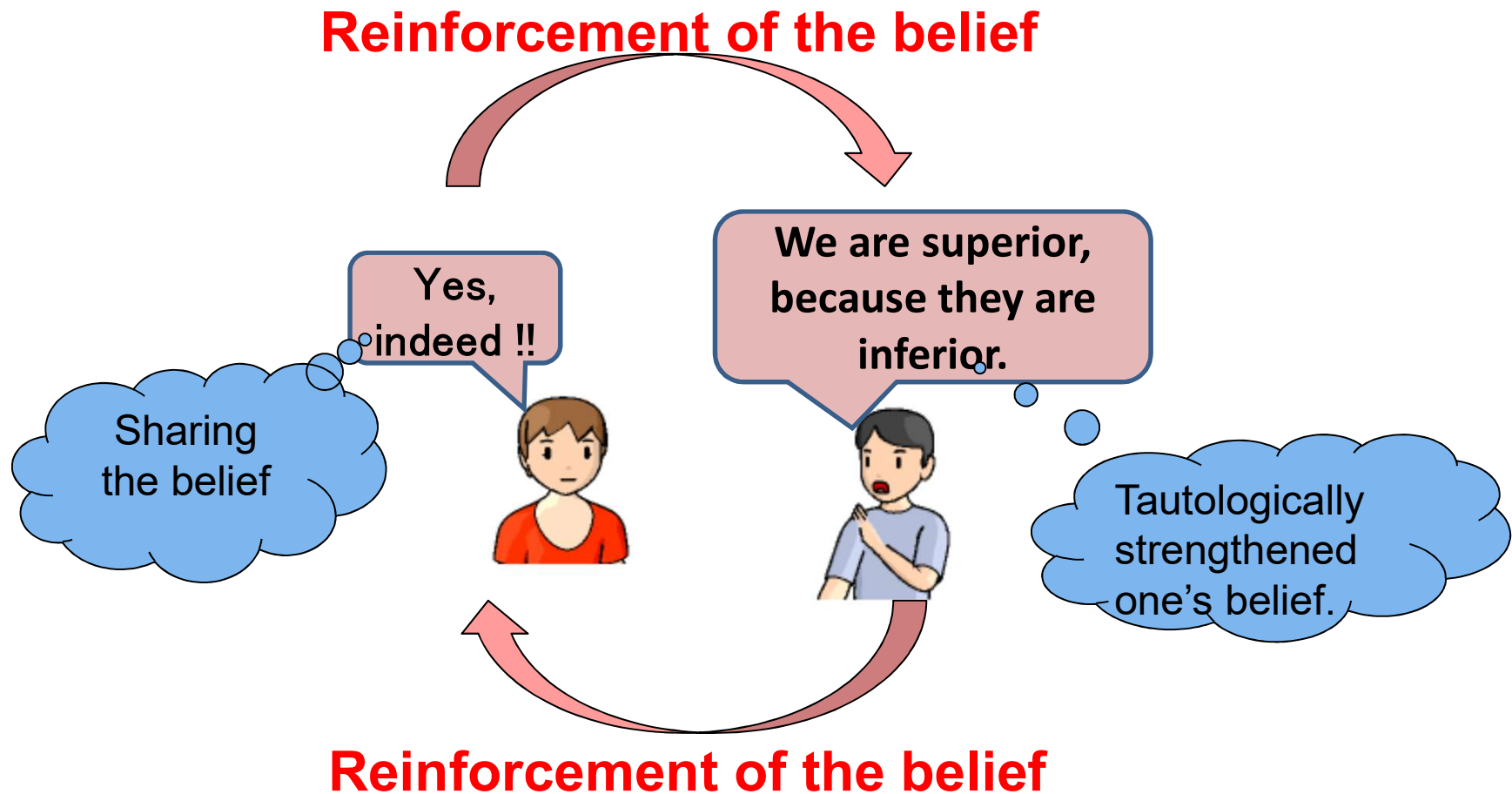
Formation of 'WE vs OTHERS'



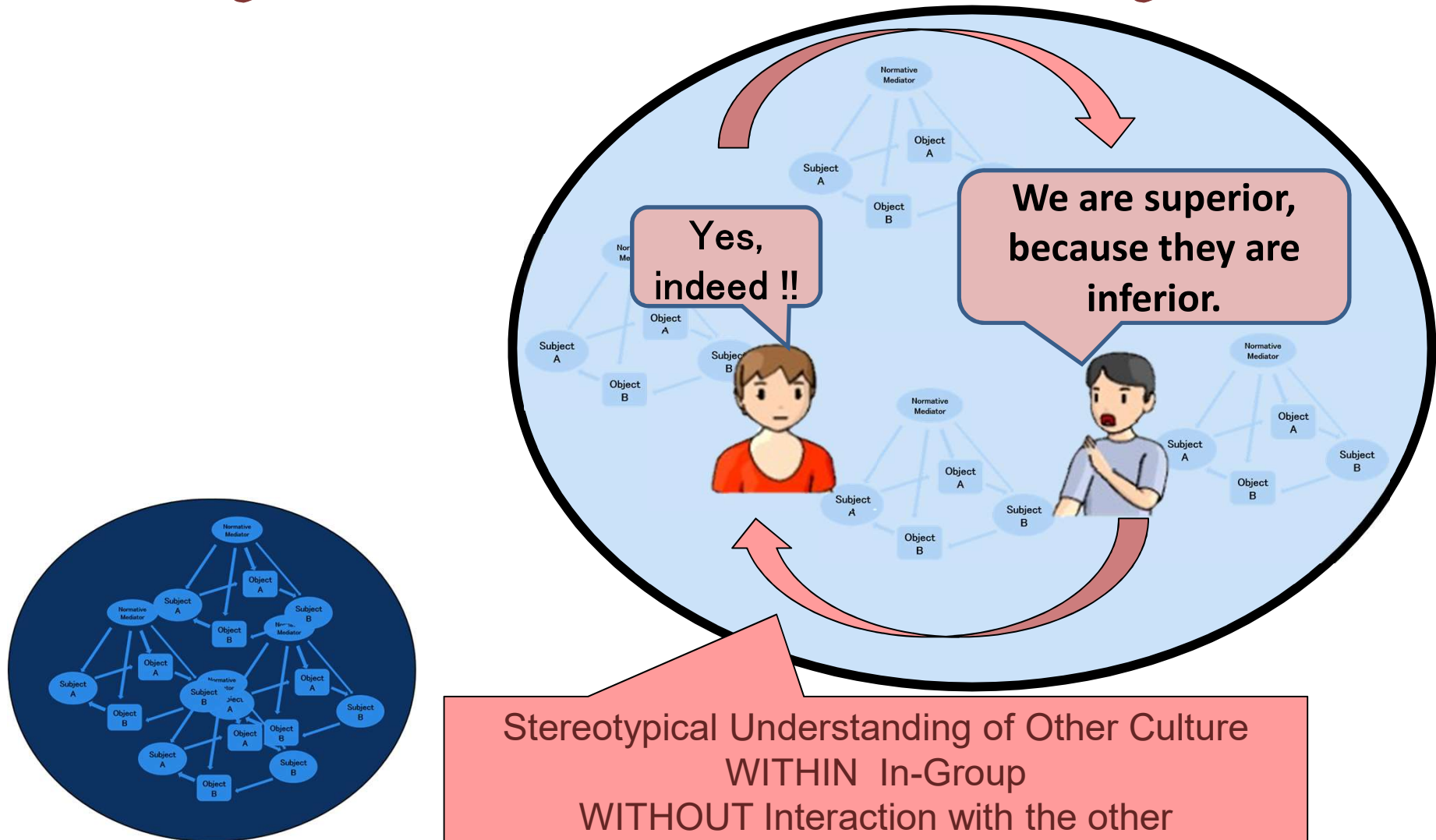
Conflict Between Cultures with stereotypic understanding



Self-contained tautological system of cultural identity



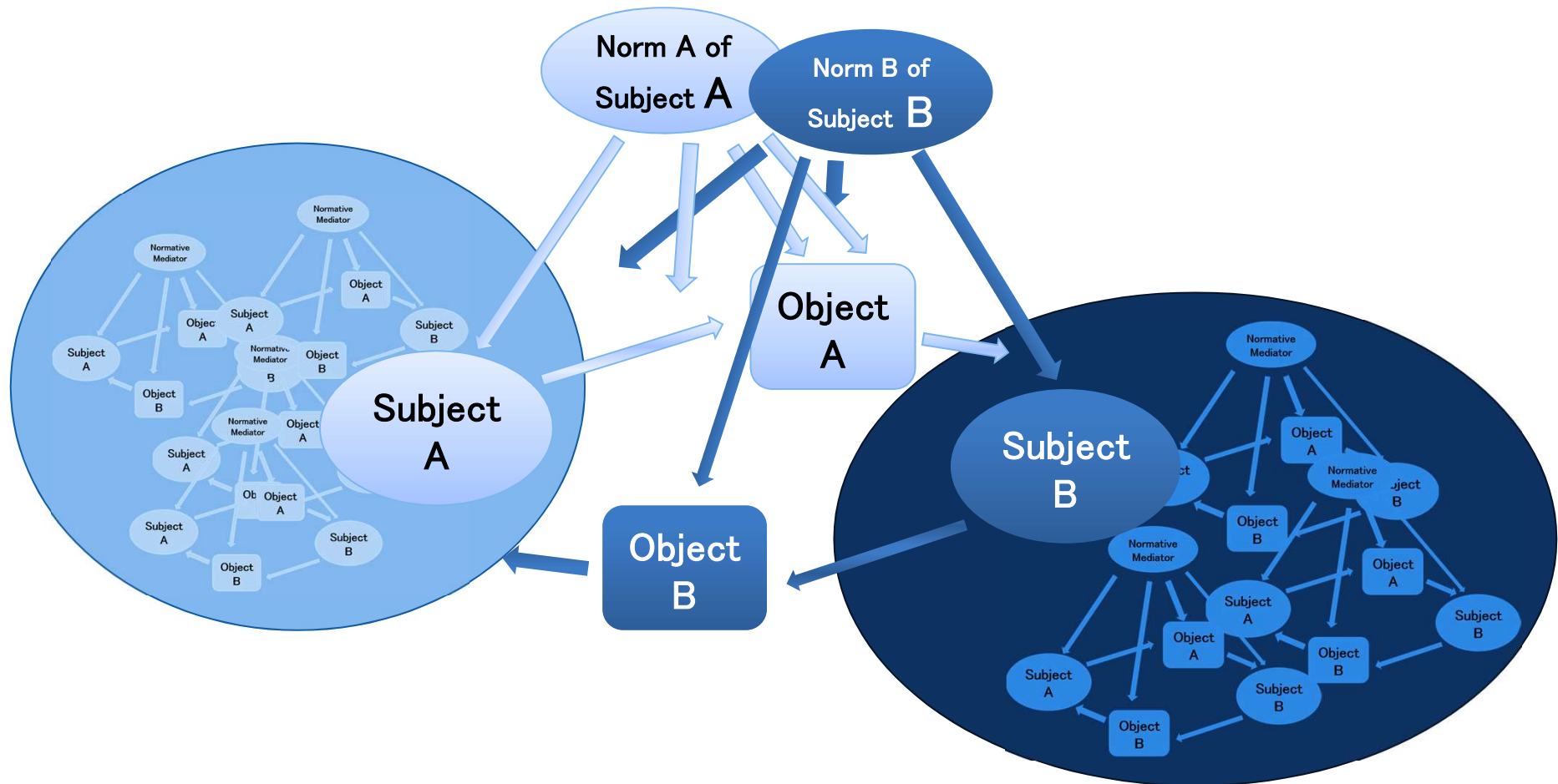
Self-contained tautological system of cultural identity



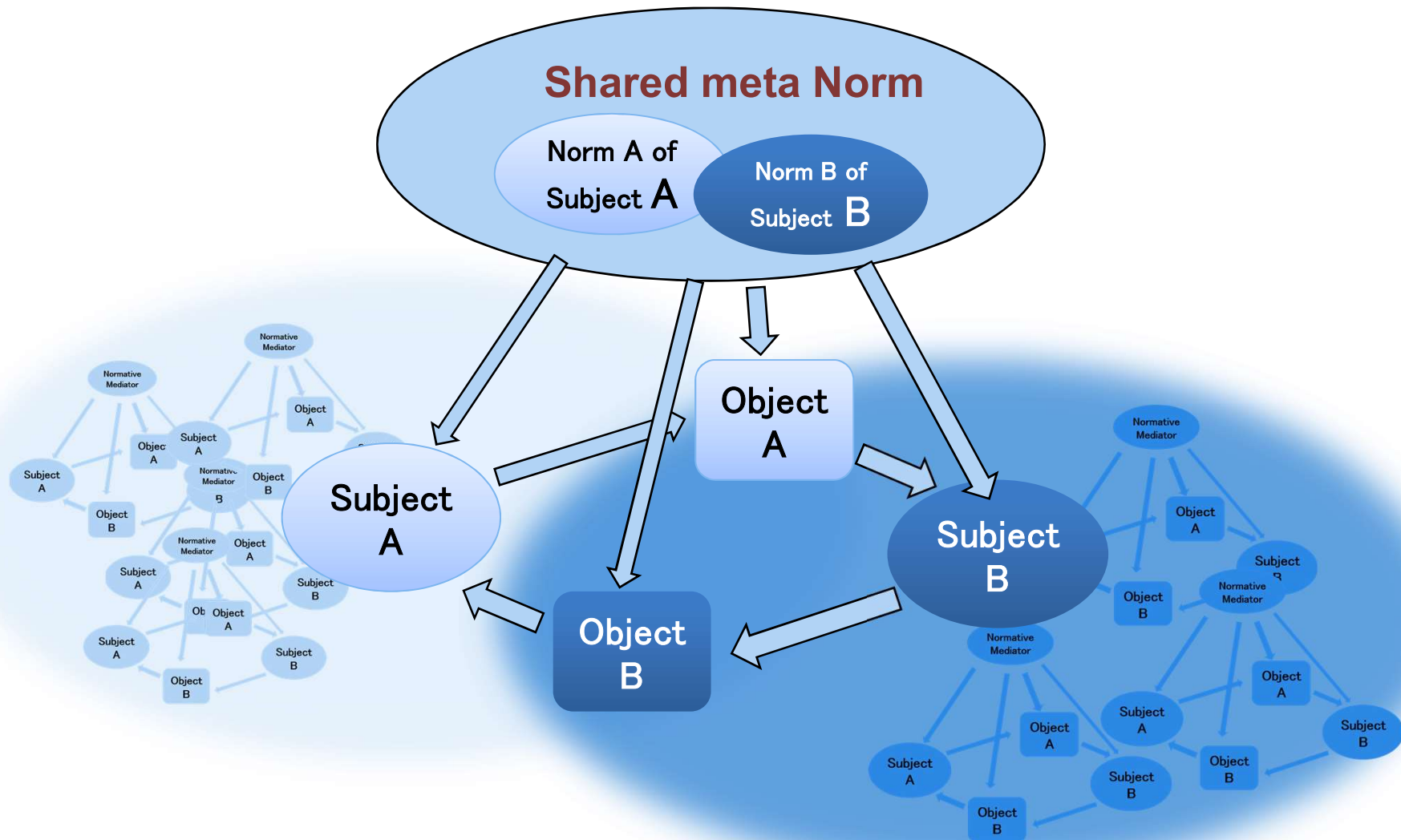
Our Strategy for Mutual Cultural Understanding over Stereotype

Reconstructing EMS in conflict

Deconstruct of Stereotypic Understanding by Dialogically Objectifying Mutual EMS



Reconstruct of Mutual Understanding and Interactions



Thank you
for your attention.



If you need handout of this PPT,
Feel free to request me by e-mail.

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For more detail, Yamamoto, 2015 (Japanese)