

## Hong Kong - Japan Connections: In the Air and On Campus



On February 5, 1955, a Japan Airlines DC-6B propeller plane touched down at Hong Kong's Kai Tak Airport carrying passengers on Japan's first commercial flight to Asia after World War II. For the past 60 years, JAL has been connecting Hong Kong and Japan both by air and through the opportunities it offers our students.

Japan Airlines not only connects us to Japan by air, it also presents Hong Kongers with carefully selected images of Japan through its advertising. "JAL's Early International Advertising" features research by Dr. Yoshiko Nakano of the Department of Japanese Studies, School of Modern Languages and Cultures. In the first part of the exhibition, Dr Nakano looks at the images of "Japan" portrayed in the advertisements JAL devised to promote its first international services to San Francisco and Hong Kong. The ads, which span the 1950s to the 1970s, reveal a gradual shift away from the use of American cultural stereotypes of Japan to images that are designed to appeal to a local, Hong Kong customer base.

The second part of the exhibition shares the stories of HKU students and graduates who have participated in the various opportunities – scholarships, internships, graduate employment – JAL has offered our university over the last four decades.

The Department of Japanese Studies was established in 1985 and is celebrating its 30<sup>th</sup> anniversary in 2015. (<http://www.japanese.hku.hk/>)



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