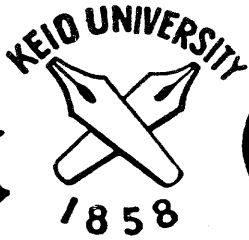


The Mita Campus



'calamus gladio fortior'

Interview Prof. Shinichiro Kurimoto

Exclusion Shall Be Excluded



Professor Shinichiro Kurimoto, 44, is known as one of the most acknowledged thinkers of Japan. After obtaining a doctorate in economics at Keio, he has lectured ten different subjects so far at more than ten universities. Now he specializes in economic anthropology (the school of substantivist) which he thinks is the antidote to the "crisis of science", and he seems to be constructing a transcendent theory which stands aloof from all the division of science to explain all factitious phenomena or behavior of human beings.

In this interview with *The Mita Campus*, he discussed Crisis at the end of the century, patriotism, religion, love, humanbeing and etc.

The following is the first part of the interview. The second part will be continued on our November issue.

(1) How does economic anthropology give an answer to many of the crisis occurring today?

Q. Today we have many pressing problems to solve, such as the confrontation between East and West, the cumulative deficit in developing countries, the population problem and the energy crisis, and it seems that existing science cannot find any solutions nor even give any satisfactory explanations to these problems. We think your economic anthropology theory is searching for the new premise of human nature instead of the existing one; "home

economics", and when we read your works we certainly see that your theory can give a lucid explanation to these problems. But what do you do when it comes to trying to solve them?

A. You say that interpretation and explanation are not enough to get over the crisis, and when we try to solve them what view I have, that is what you asked, I think. Well, there have been some assertions which advocated the solutions to some of those problems. I will not go into these assertions specifically, but the point is that there were some. But we know that all those assertions did not or could not give any comprehensive solutions. I think this is our common recognition, and scholars who criticize the existing assertions also feel pressed since they themselves can-not find any answers. This is the present condition of our "intelligence" or "knowledge". I have been questioning why they have not been able to present any effective solutions, and I found that its reason lies not in the error of each solution but of a premising recognition of today's condition. This condition which I indicate here is not only the present condition of the world economics or politics but also the present condition of the existence of man. So at first, we have to understand both conditions correctly to probe the matter to the bottom-line.

Q. The important point before trying to solve the problem is to recognize that we tend to misinterpret the present condition. Is that what you are saying?

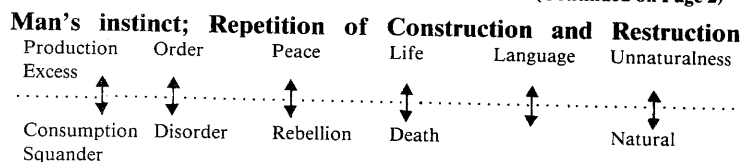
A. Right. Let me give you an easy example to understand how we fail to recognize the essence of the facing problems. If you see people being killed in front of you, you will think you have to save his life. And if you happen to know that people are dying somewhere, not in front of you, "Let's save their lives!" is what to say, if you are a man of "morals". Your reaction might be right, and no one can blame it. But by doing so, I mean if you satisfy yourself in proving your "love" by doing so, the most important question; "Why they starve or get killed" (background of the problem) can become too permissive to you, and then an easy but dangerous argument; "Because there are bad guys." often comes out. You can see the same kind of argument in both left wingers and right wingers, and you should remember that this logic often makes them more radical and violent. I have nothing to say to this logic and I am not the one to

judge which is more right, because this logic cannot make the world any happier. What it can do is to save people and create peace by killing others, in "justice".

Anyway, everybody recognizes that the system of the society has not been working so well since the Industrial Revolution and as you have mentioned an explicit answer or a theory has not been made yet to explain the distortion of this system. So what we have to see here is the right recognition of today's condition.

Well, the condition on which we stand today is the disorder inside of the non-market society which was caused by the contact of the modern societies. But it is totally meaningless to make plans to reform the society by criticizing the system of the modern society or the industrialism which enabled the modern society to establish itself. Therefore, reform such as the change of ideology or economic structure (Capitalism to Socialism or Socialism to other isms) is just a superficial reform. In any societies brought by any idea called ideology there shall be people who

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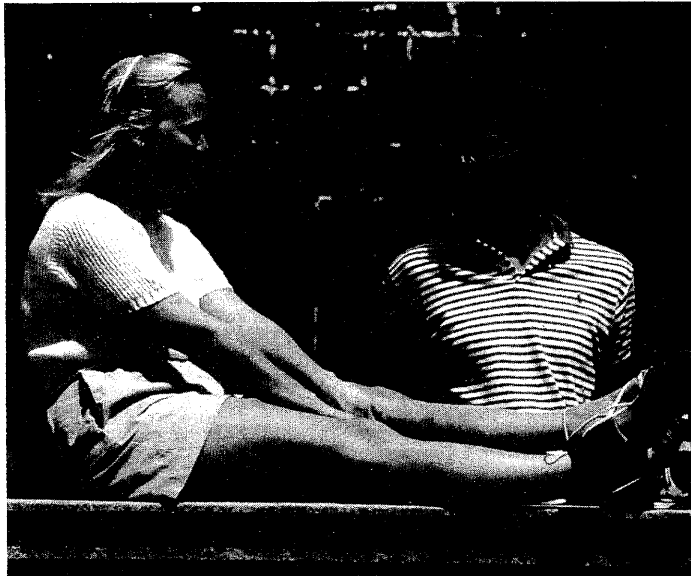


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kill people in search of pleasure so long as true nature of man does't change. As I have said all the wars were made by "justice". We can kill people with pleasure when we feel justice inside.

I say that the most dangerous thing is this true nature of human. Therefore science, both natural and social, has to make clear why we end up with this; "excess and squander" [see the table]. On the other hand, on the concrete action level we will have to establish the minimum moral which prohibits any exclusion to others, so it's totally free to have any idea, style or fashion as long as they don't exclude others. The only thing to be excluded is exclusion. I believe that society can function without any compulsion in the future. This is how my basic plan is. After many trials and errors that kind of system can be established.

- Q. The problems are so pressing that a quick settlement seems to be required. Your works seem to say that it is natural that a nuclear war will break out, according to the theory of "excess and squander", and admitting the value of a peace movement on the other hand.**
- A.** Yes, that's right. This is very natural. The important point is that being natural is not always good and comfortable for human beings. I am not saying, "Release nature of humans!" We bare modern society since we found that being natural is not comfortable for us. We started revolting against the order of DNA. The problems we face today is the failure of this revolt
- Q. What about the significance of the peace movement?**
- A.** I give my approval to it as long as they are weak and minor and they put their energy into the antinuclear movement only. I mean, if they become strong and major in society they will surely put their energy into other fields, in other words they will search for the pleasure of squander of energy in a different way. Remember what the Viet Congs did. They were the liberator in Vietnam but became invaders in Cambodia. the same thing can be said here. If



campaigners of the peace movement or left wingers became strong, they will have to exclude their opponents by arms to make the world more peaceful for them. You see nothing has changed here. What changed is just a superficial structure of society.

(2) What is love?

- Q. The next question is about love. Before talking about love, we would like to know what you think of the relation between instinct and reason in man's mind. It is said that a man can rule his instinct by his reason. How much of man's behavior do you think is under the control of his instinct?**
- A.** I prefer to say that human being made that sphere in which reason overrules, in his mind and in the society, rather than to say that man learned to rule the instinct by reason. The order (of society) can be considered as one of the spheres ruled by reason. But this order is on the premise that it is to be temporarily destroyed, and this temporary destruction of order which is called "orgy" eventually premises the reconstruction of order and reason. In other words, reason and it's destruction are not opposed to each other but they are standing on an
- equal footing and even having reciprocal action which enables man to live. Therefore I think that the instinct of human is this repetition of construction and destruction of order. And reason is generally thought to be able to exclude or control destruction of the order, but as I have said, it does not.
- Q. Then what meaning does love have in the behavior of human beings? Where does the fundamental energy of love come from?**
- A.** Every man and woman, no matter how old he or she is, has anxiety in one's mind. This anxiety is fundamentally about his or her "existence" itself, and it takes the shape of the superficial or casual uneasiness of daily life, because we want to escape from the real anxiety of selves.
- For example, people usually don't worry directly about the existence of self, but rather have worries such as; "Can I adapt myself to the school, the company, freinds?", "Do I qualify for the college I want to go to?" and so on. People think they will be much happier and the anxiety will disappear if they can solve the temporary anxiety, but as you know from your experience the anxiety is still there. You never know why but



the anxiety constantly exists in your mind, and you think you have to do something to be relieved.

I think this attitude of mind, looking hard at the anxiety of self, is the fundamental energy of love. Therefore love even exists strongly in an ascetic standing under a waterfall too, because he is asking himself, "Who am I?", "How can I live?", "How Can I be relieved from the existence of self?". But we usually find or try to find the object of love in the other sex to be relieved from our anxiety. The reason that we do so is unknown. Some hypothesize that human beings originally existed as a pair of opposite sex saying that a hermaphrodite was thought as the perfect form of human.

- Q. Then how does sex relate to love?**
- A.** Love properly needs its object, whatever it may be, and as I have said it is usually the other sex. If you love somebody you will find that you see her or him as not only the object which supplements the part of your being but also as the object to have sexual intercourse. There are, as you can see, two different sides; the relief of one's anxiety and the pleasure of sex. They are related so closely that

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◆国内・海外22ブロックをカバーするアルスのクリエイティブ・ネットワーク

札幌・仙台・千葉・東京・横浜・静岡・名古屋・京都・大阪・神戸・岡山・広島・福岡・熊本・HONGKONG・SHENZHEN・BANGKOK・SINGAPORE・AMSTETTEN・CHICAGO・LOS ANGELES・NEW YORK

三田の若き後輩たちへ——

株式会社アルス専務取締役 鈴木 康一
(S 35 経済学部卒・在学中三田キャンパス同人)

——私たちと一緒に仕事をしてみないか。

アルスって何をやる会社? デザインって具体的にいうとどんな仕事? 疑問でもいい、遠慮なくぶつけてほしい。そしてなるほど自分の可能性を賭けるにふさわしい仕事だ、おもしろそうな会社だ、と思ったら、どうだい、私と一緒にいろいろなプロジェクトに取り組んでみないか。今、私が最も必要としているのは「品の良いファイトマン」——そう、まさに慶応ボーイの、君だ。

連絡は内線202: 村上雅則(営業本部)まで。いつでもいい、都合のいい日に電話をくれ。待ってる。

環境デザイン

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株式会社アルス

東京都文京区小石川2-2 (03)815-2561代表

(Continued from Page 2)

you cannot separate them in your mind when you are in love with somebody, and it often becomes vague why you need her or him so much; for the relief of your anxiety or for the pleasure of sex. And reason of human being has formed the order to have a specific object or partner in order to make these two relief of anxiety and pleasure come together. Matrimony is a good example of this. I think this order which is formed by reason often functions to veil the value of the object or partner which relieves one's anxiety of self and being, and as a result of this one tends to look for a sexier object, and the object loses its role as a reliever here.

Anyway, love cannot be separated from sex, and an ideal form of love, I think, is that you find your pleasure of sex as a result of casual discovery of an anxiety reliever. So you try to separate love and sex for the time being and then if the person you love can relieve your anxiety and that person's anxiety can be relieved by you, and then if you and the partner are still sexually attracted to each other, love can form the best.

This love can be concluded as "self-love". I assert that in this case or in any case, love, no matter what shape it takes, is self-love.

As a matter of fact, we human beings have a tendency to reflect upon ourselves during sex. This theory seems to be relevant, more so than to think "Why am I eating" during a meal. Sex is so unique among all our habits that we even philosophize during it. On the other hand, not many people philosophize when they are eating.

Q. Then can that love be the energy to get over a mental crisis? In case of a broken love affair for instance.

A. Yes, I think so. Remember that the fundamental energy of love is the anxiety of being. Just as the anxiety of one's being takes the shape of superficial uneasiness, the condition of love also tends to take the shape of superficial ones; her or his looks, style, fashion, etc. Imagine a situation in which you take your girlfriend to a party, you will compare your girlfriend with your



freinds', and think, "Mine looks better" or "Mine dresses better" and if they look and dress about same, then you will think, "Mine goes to a famous college" or "Mine lives in better place." and so on. Here, you only have to be satisfied with her superficial features to be satisfied with yourself and to find you are fortunate. Even if you say you don't mind her appearance, you can't deny that you mind the public eyes. Love actually tends to be accompanied by this kind of superficial satisfaction which is far from the ideal love mentioned earlier. So when your love happens to break you wilfully think of the real value of love and look at yourself more severely, recognizing how much you were worried only about the appearance of love in your mind. Through this kind of experience you can find yourself getting much stronger and more confident and become more gentle to your next love.

If love doesn't suffer its catastrophe, and if you keep on escaping from the anxiety of being itself, the expected relief of your anxiety shall be always entrusted to your love, or be entrusted to superficial values which accompany the being of her or him.

Q. You said that any form of love is after all "self-love". Then what do you think of the "contract marriage" which Sartre and Beauvoir practiced?

A. I don't like that at all. I consider it as a meaningless demonstration. As you know, there are many intellectuals who cohabit in France. The meaning of their public announcement of this is nothing more than a means of self-satisfaction by displaying themselves as the intellectual elite. The other funny thing is their disapproval to the registration of their marriage. Do they want to say that they loose their freedom if they register their marriage? I want to say, "If you want to cohabit, just do it of your own accord. And if you don't want to register your marriage,

just don't. But don't boast about it so much. Nobody cares." The problem is the relation of man and woman as a couple which let us exclusively monopolize the other sex, mentally and physically. Therefore the superficial revolt against the system (marriage) has nothing to do with the essence of this problem which exists in the mind. And the announcement of this revolt means nothing nor changes anything.

(The rest of the interview to be continued in the November issue)
Akio Suzuki

From the Editor

The job hunting by university students expected to graduate next spring is nearing its last stage. This year, competition among firms to recruit the top college graduates was so intense that firms began to secure potential employees by giving them "NAITEI" (unofficial acceptance to firms) a month earlier than usual. This is said to have been caused by a "NAITEI" given in early July by a certain city bank which was followed by other banks and firms. Nevertheless, as usual, firms attached importance to the personal interviews. It seems that the weight of the personal interview as a yardstick to hire new employees, will not change in the future regardless of the firms rush to grab the graduates. So, through the experience of the seniors at Keio, I would like to give some advice about the mental attitude which should be taken at an interview.

First of all, as it is often said, we should not rely upon "How to . . ." manuals. Student A (Dept. of law) remembered reading in some magazine article that "If you cannot answer an interviewer's question, it is best to say 'I do not know' in a straightforward manner." During his interview A put what he read into practice thinking that it would give the interviewer a good impression. However the interviewer's reaction was, "Don't say you don't know before dwelling upon the question". Of course he was not accepted.

Student B (Dept. of Commercial Science) also read somewhere, "Freely ask many questions to the interviewer"

and did so. The interviewer told him that he found it difficult to communicate with him. Student B deeply regretted bombarding the interviewer with his one-way questions which naturally gave him a bad impression.

Most of us do not have enough accumulation of knowledge and find it difficult to face the interviewer with confidence. So we tend to rely upon such "How to . . ." information which we assume will give us instant results. However, the interviewers who have severe eyes can look through the wall of superficial knowledge right away. Far from giving a good impression, the cheap knowledge makes your words or attitude uniform, being unable to let the interviewer judge you by your true personality.

Another important point is that we should not thoughtlessly exaggerate the capacity of ourselves. Student C (Dept. of literature) drove himself into a tight corner because he told the interviewer that he spoke good English though he could not. After hearing this, the interviewer started asking him questions in English. Student C regretted that he should have said he was fluent in Swahili or some other exotic language.

After considering such bitter experiences, it is obvious that the important thing is to act naturally. No matter how well we act, our true nature will be revealed. So at interviews it is best to be frank and explain yourself with plain words. To do so, it is necessary to take time to reflect upon our selves and find what our strong points are.

Do you know me?



1984年、アメリカン・エクスプレスの日本におけるカード部門はさらに大きく躍進しました。1983年末パーソナル・カードが初めて発行されましたが、その後1年間でカード会員数は前年比78%の急増を遂げ、21万人を突破しました。また、新たに5万1,000店の加盟店が全国の一流ホテル、レストラン、その他小売店などから成る当社加盟店のネットワークに加わりました。この結果、日本における加盟店総数は11万店を越え、当社にとり日本は加盟店数で米国に次ぎ世界第2のネットワークを形成するに至りました。

このようなすばらしい成長に拍車をかけたのが強力なマーケティング活動です。例えば、当社の「Do you know me?」広告キャンペーンは「1985年度日本広告キャンペーン賞」を受賞、アメリカン・エクスプレス・カードの全国的知名度の強化に大いに役立ちました。「キング・プロフェッショ

ナル」向けプログラムなど対象を厳選したダイレクト・メール作戦も大成功を収めました。3月にはこれらダイレクト・メール用資用やパンフレットが全日本印刷工業会主催の印刷新聞社賞を授与されています。また「テイクワン」カード申し込み書は全国各地に戦略的に配置され、ターゲットとする新規カード会員の獲得に大いに効果を発揮しています。

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Lecture: Mr. Chujo Watanabe

Can the Newspaper Survive into the 21st Century

Mr. Chujo Watanabe graduated from Keio University in 1937. During his 40 year career as a journalist, he worked for the Domei News Agency, the Kyodo News Agency and the Nihon Shimbun Kyokai. On July 6, 1985 at the Mita campus, Mr. Watanabe gave a very interesting and informative speech on the future prospect of the newspaper. The following is part of Mr. Watanabe's speech.

For the newspapers to be able to survive into the 21st century they have to be healthy, they always have to have people to buy and read them. The newspapers have to work as vehicles for transmitting, distributing or delivering information to the general public. They have to stay and become a media which is interesting to read, attractive to read and also useful. So can the newspapers become such vehicles? We, the people who work in the newspaper industry are motivated by the conviction that democracy cannot exist without the freedom of thought or speech. And one of the main pillars which support these freedoms is the newspaper. So, there is a definite need for newspapers. However, at the same time the newspapers have to be able to meet the changes in society or the life-pattern of the people.

Japan can be very proud of the fact that it has the highest circulation of newspapers in the world. We have 67.14 million newspapers coming out everyday and that divided by the number of households in Japan comes to about 1.8 newspaper per family. There are very few countries that can compare to Japan in that kind of statistics. The country which has the largest number of newspapers is the Soviet Union. They have 109 million newspapers coming out everyday. But their population is much larger than that of Japan's, so their penetration of newspapers is calculated to be 405 copies a day per 1000 people. For Japan, that figure is 575 copies a day per 1000 people.

This is the way UNESCO compares the circulation rate. In the United States, 62 million newspaper come out everyday and the penetration is 269 copies a day per 1000 people. The U.K. used to be one of the countries with the highest statistics of newspaper circulation but recently the newspaper industry has been suffering and going down hill. However the circulation in the U.K. is still pretty high with 421 copies a day per 1000 people. Of all the countries in the world, the Scandinavian countries, comes closest to Japan in circulation.

Another thing which the Japanese newspaper industry is particularly proud of is that they are regarded and acknowledged to be among the freest in the world. There is an international organization called I.P.I. (International Press Institute) which is made up of newspaper publishers, editors and reporters in the free world. One of the main objective of this organization is to fight against government intervention and to defend the freedom of the press. Every year, they publish a report on the state of the freedom of Press throughout the world. Japan is listed among about 20 countries in the world which can be regarded as having freedom of the press.

However, the newspaper industry in Japan is having a hard time now, because it is not possible to increase the circulation anymore. We have almost reached the 400% circulation point. The circulation has been growing very slightly every year, around 1 to 1.5%, but that is only because the number of households are increasing. Young people these days do not like to live with their parents, so when they become independent from their parents they set up their own household. In such a way, the number of households are increasing a little faster than the total number of population.

Another difficulty which the Japanese newspaper industry faces is that the income from advertisements is stagnating.

The reason for this is the rising cost to put on an ad. in a newspaper and because of competition from other medias, particularly television. Out of the advertisement pie which is available to the media in Japan, the section taken by the T.V. industry takes more than 35%. About ten years ago, newspaper used to lead the field but last year it went down the 30% line to 29% of the advertisement pie. This was a great shock to the newspaper industry.

Now I will go into other factors which are threatening the newspaper industry today and what the publishers are doing about it or hope to do about it. When I was stationed in Europe, I attended many newspaper conferences. At almost every one of them, the main topic of discussion was how to maintain the economic health of the newspapers. That is, how we can increase the income from newspaper sales, subscriptions and etc. This shows that people who manage the newspaper industry throughout the western world are indeed very much worried about this issue.

The emergence of the "new media" is another factor threatening the newspapers. The "new media" is spreading more and more with its costs going down and with it becoming more handy. Also, television stations are becoming more active in adapting the new systems, such as the case with N.H.K.

Another factor which is threatening the newspaper industry is that young people are changing their reading habits. They do not depend on printed information like our generation used to because there are so many other information medias available to them. One can see young "salary men" reading "manga" (comic books) on trains, but no one seems to have second thoughts about it. This is a very serious problem for the newspaper industry.

A new development which fortunately has not threatened the newspaper industry

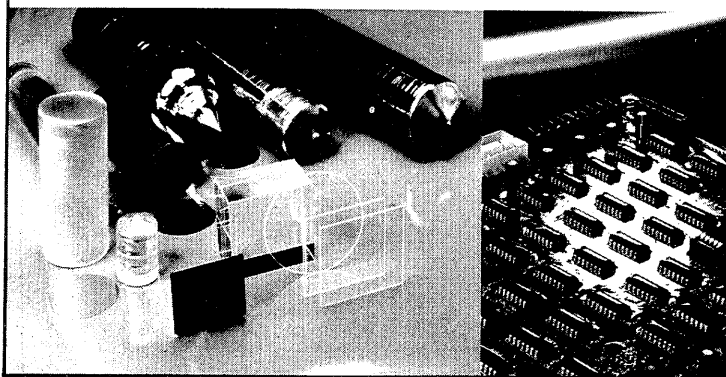
in Japan as yet is the emergence of the so called "free-sheets". These are advertising newspapers which are very attractively put together and they do also carry news. They primarily carry news about the local area and are distributed free of charge. They have become extremely popular in some European countries. In Denmark for instance, the total number of circulation of "free-sheets" have already surpassed that of regular newspapers and the same thing is happening in West Germany. The attraction of the "free-sheets" to the general public is that they are well put together and carry very small news items concerning the local community which the ordinary daily newspaper cannot cover. The advertisers are attracted to the "free-sheets" because they can get 100% penetration in households of the local area in which these newspapers are distributed. No ordinary newspaper can possibly have 100% penetration. In some countries, the newspaper publishers have been trying to restrain such competition by not undertaking the print and publishing of these free-sheets. Because many of the "free-sheets" are published by all the engaging newspapers as a side-business, "free-sheets" are damaged by this kind of restraint. In anyway, "free-sheets" may emerge and threaten newspapers in Japan as well.

The newspaper publishers are trying to meet these threats or challenges by trying to produce papers which pay much greater attention to the local interests and local needs. Up to now, it has not been possible for ordinary daily newspapers to give detailed attention to local news items. But in the future, thanks to the development of new technologies, including the use of computers and new printing technologies, it is going to be possible to produce a much greater variety of newspapers meeting the individual needs.

We have a name for such newspapers

(Continued on Page 5)

Pioneer of Silicon Chemistry



我が国珪素化学のバイオニア。信越化学は、多彩な機能をもち2,000種の製品群を誇る特異な合成樹脂＝シリコン(有機珪素化合物)や今日のエレクトロニクス隆盛の基礎をなす半導体シリコンを生み、ハイテク文明を支える高機能工業材料メーカーとして、産業界から注目されています。

■会社概要

設立 大正15年9月
資本金 149億円
従業員数 2,900名
事業内容 シリコン樹脂、半導体シリコン(各々国内シェア約50%)
希土類及び希土類磁石、合成石英、GGGなどの電子材料、ファインセラミックス、塩化ビニル樹脂、メタルセルロース、化成製品などの製造及び販売。プラント輸出、技術ライセンス供与などの海外事業



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and they are called "tailored newspapers". In other words these are newspapers "tailored" to meet the needs or interests of each individual reader. How can that be possible? Already, some moves are being made toward that direction. As you know, newspapers have many sections. So, it is possible to produce sections supplying the news required in particular parts of the community and change the content of these sections according to the different needs of the different areas. In this way, the newspaper can be pretty well personalized.

Also, nobody has the time to read all the articles in the thick newspapers that we presently get. So the publishers can ask the individual readers what sort of news they read every morning, make a personalized mix of sections meeting that individuals' needs and deliver them to the corresponding household. If this had to be done by hand it would be practically impossible, but if done by computers it is not at all difficult to put together such a personalized newspaper.

Also, in some future date a new printing technology which may very well revolutionize the newspaper industry may emerge. This is the "ink-jet printer". The idea is to have small nozzles from which tiny droplets of ink blow out tremendously and then an electronic device deflects the tiny droplets to preprogrammed directions. By the time these droplets hit the paper they form letters. Although this "ink-jet printer" has not developed completely, it is more than likely that it will be the next step in printing technology. Then it will not be necessary any more to have printing plates. All one would have to do is to feed the information into the computer and the computer will then output the information to the "ink-jet printer". In other words, with this device the printing process will become fully automated. Obviously, the use of this printer will save a great amount of time and work.

Now, let me read from a speech made by a very famous publisher in the U.K. which sounds a very optimistic note for the future of newspapers, "We, newspaper publishers can survive because among all the media, we have the longest history, the deepest traditions, and the total devotion to the task of informing

our communities about what they need to know to live their lives more fully. Certainly we will not achieve that without adopting new technology. But our strength, as supreme expertise, is in gathering and selecting the information that goes into the newspapers. Information about events as they happen. Information about events that will or may happen. Information about how specialists interpret the importance of what is happening and may happen. Information about the views on leisure or entertainment or all sorts of specialist pursuits. And information about what people have to sell which we call advertisements." In this speech it is stressed that the newspaper industry is the most accomplished expert in the information industry because we have been at it for already a few hundred years. And we have the largest number of expertise, manpower, professionals who understand what is important for the people to know and professionals who have the technique of informing the people. As you know, particularly in the electronics media, lots of new ventures are coming out and they have the know how, the hard ware and the money to provide a good information media. But they do not have the expertise of gathering, interpreting, and writing news in the way news should be written. And that is one thing which the newspaper industry takes pride in. In fact, at these international conferences of newspaper publishers, it is always stressed by someone that we must not consider ourselves as producers of a (a merchandise) merchandise called the newspaper.

There will always be a need for newspapers as interpreters of the news or as sources of information because no broadcasting media or no new media which uses a small screen for transmitting information can give the wealth of information that the newspaper provides. That is the area where the newspapers have absolute strength in. With the electronic media becoming very handy, the newspapers have to compete with them. In order to compete with them, the newspaper industry must adopt the new technologies that are necessary and at the same time, further develop the characteristic which make newspapers the irreplaceable information media.

Transcript By Nozumu Kitadai

ご存知ですか

RAMA	マーガリン
LUX	化粧石けん
Sunsilk	シャンプー・コンディショナー
Timotei	シャンプー・コンディショナー
ｼﾝ	クリームクレンザー
Lipton	紅茶(姉妹会社)

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Comics

Heart Cocktail



"New age of caricature has come."

This was stressed in our article in the July edition. This is due to the point that the new age realism and the so called destruction were brought into the world of caricature by Katsuhiko Ohtomo. But this article does not intend to reinforce that point nor reconsider it. New age realism of characters and figures have nothing to do with the following writer, yet he holds quite interesting aspect toward caricature.

Recently a comic series was welcomed by a range of people from late teens to late twenties. This comic series has gained its popularity quite differently from the flow of new age realism or its destruction. This comic series, "Heart Cocktail", earned its popularity with its own particular way of telling love stories, and to support this formula colored pages were brought into action.

Characters in "Heart Cocktail" are not as realistic as those in "Akira" or "Domu", yet their emotions are illustrated very realistically. If you stand on the characters' point of view, you are likely to be convinced into agreeing with their reactions and feelings. The reason why "Heart Cocktail" commands large sales is probably because it was the first comic to succeed in creating men's world of love romances. Of course, "Heart Cocktail" was not the first to delineate men's view of love, but its particular way of expressing the love stories show a clear contrast to the orthodox way of ordinary caricatures.

The author of "Heart Cocktail" is man of uniqueness. His name is Seizo Watase and inspite the fact that the comic writers depend their life on their works, he depends half on comic writing and the other half on every day job at Dow Insurance Company. So he says, "I have two faces. During the day I'm just a worker earning money for my day's work and at night I turn into a comic writer." (From his interview on Penthouse Magazine; published by Kodan-sha). He even says both occupations are his professions and for that purpose he uses hiragana name (non-Chinese character name) when he is a writer.

Watase's technique to lure the young people's attention is easy to understand since he knows just what is "in" and "out" of the time. For those who had

some of Haruki Murakami's books it is easy to see a resemblance, but Watase is clearly not a "xerox machine" since it is very difficult to transfer images into figures. His works are very handsome and dramatic, and this is probably the reason why young people are attracted.

The love stories in "Heart Cocktail" are not just love romances. Watase's intention probably was based on the point that through love, a man's mental state often sway more than a woman's. For instances, in an episode called "My Brother's ZIPPO" the main character's mental state is very well expressed. The story begins when the main character's elder brother dies leaving his wife a young widow. Some how, the main character begins to love her and to attract her attention he acts just as his brother. He waits for the young widow on a station on a stormy winter day. He keeps his hand warm with a Zippo oil lighter for he planned to hold the widow's cheek and keep her warm just as his brother had done. The widow comes to the station and at that very moment, the main character reaches out to the widow. But his hand holds her hand instead of her cheeks. The main character could not become his brother in a sense that he was shy man and that he was himself not his brother.

Seizo Watase says that he started his career with comedy. So it might be said that he has the capability to create different types of comics to fill the readers' needs. Watase only writes "Heart Cocktail" at the moment, but there is a great possibility of him writing quite different comics. Seizo Watase is sure to progress. Seizo Watase is sure to supply us with his own way of expressing love romances which sometimes is missing from our minds. He will supply us with more enchantment and that is what we anticipate.

"Heart Cocktail" is serialised on a magazine called MORNING at the price of ¥200. Hard covered "Heart Cocktail" is being sold through out the book stores at the price of ¥1,200 from Kodan-sha.

His other work, "Otoko no Uta (Man's songs)" is also published from Kodan-sha at the price of ¥1,000.

Try them and enjoy Watase's world

Hidetaka Kurimoto

Report from Exhibition

Spanish Painting of 16th, 17th Century

Spanish Art Exhibition 1

Stepping into the museum, we face the painting of Saint Pedro, who repents his sin with tearful eyes. Crossing his fingers at his breast, he atones for his sin. (PHOTO 1)



PHOTO 1

The Spanish Art Exhibition 1, held at the Seibu Art Gallery, was first of the three-part exhibition. The object of this event is to introduce Spanish Art from the 16th century to modern times. In this exhibition forty-five works, mainly of the five great Spanish painters, EL GRECO, RIBERA, VELAZQUEZ, ZURBARAN and MURILLO were displayed.

Most of the works are religious paintings and portraits. There are much fewer works of landscapes or nude women than in other countries. This may be explained by the way of the Spanish society in those days.

In the first half of 16th century, Spain became the biggest empire in the world. Felipe XI regulated religion thoroughly, forcing his people Catholicism as the state religion to oppose the Reformation. Under the influence of this policy, the religious paintings were the best means of enlightening the masses. "Paintings which are easy to understand and deepen the people's faith" was the theme of Spanish paintings of 16th and 17th cen-

tury. The people substituted the paintings for the Bible.

"La Virgen de la Servilleta" (PHOTO 2) was painted to praise the Virgin Mary. She holds Christ in her arms with the fullness of kindness and affection. Their figure shows us the roots of how a mother and child should be. Regardless of religion or culture, the painting evokes one's sympathy.

The Court, the aristocracy, the church or the monastery requested the artists to paint portraits or to work on religious paintings so as to display and insure their authority. As a result, we are able to see the great works. They give us a skillful symmetry of light and darkness. The background of dark shading has a special effect which makes the figures stand out leaving a strong impression. The effect of the painting is even transcendental. "Maria Magdalena" (PHOTO 3) is a good example of this technique using light and darkness. Maria Magdalena had given herself up to lewd living until she atoned for her sin and was converted by coming to know Christ. Sitting in darkness, she looks up at heaven, bathed in brightness. The contrast of light and



PHOTO 3



PHOTO 2

darkness lets us feel her impression and belief strongly.

VELAZQUEZ, DIEGO is well known to the world as the greatest artist in the history of Spanish paintings. He was born in Sevilla in 1599 and served his apprenticeship for a painter. When he was twenty-four years old, he was appointed as "the King's painter". He was given hospitality and protection by Felipe IV all his life. He especially excelled in portrait paintings and he painted Felipe IV on several occasions. "El Rey Felipe IV" (PHOTO 4) is one of them. His agony as the king of the empire can be imagined from his sorrowful countenance. Velazquez being Felipe IV's life-long friend, must have painted him affectionately.

The first part of the Spanish Art Exhibition was the first step in introducing Spain's variegated arts and it was definitely a successful one. We look forward to the second and third part centered on Goya and Picasso in the coming years.

Tokuko Fujii

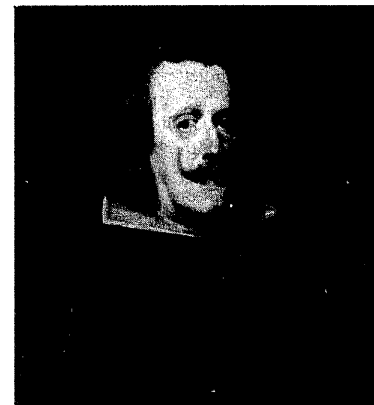


PHOTO 4

APOLOGY

Please excuse us for not having our series "Views of Our Foreign Friends" in this issue. The series will continue its serialization from the November issue.

... Editor

They say in English, "SMALL IS BEAUTIFUL"

but, in Parker Commercial, "Small but Beautiful", since it has a tremendous growing potential backed by its unique technology and the leading clients in steel, automobile, foodstuff, and many other industries. In small companies, you can play more important rolls and display your capability better than in larger corporations.

Those aggressive personalities are cordially invited to join with us. Please contact Somubu.

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Parker Commercial Co Ltd.
Kikuo Satomi, President
Tokyo, Osaka, Nagoya, Kyushu,
Frankfurt, Detroit

The Mita Campus

THE STUDENT ENGLISH NEWS PRESS

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