



## The Influence of the Japanese Culture on the Contemporary Society

On the occasion of the 18th World Congress of Sociology (which will take place in Yokohama on July 13th to 19th 2014), this conference on the influence of the Japanese Culture aims to show the interaction between the “globalised” contemporary everyday life and some of its traits considered as of Japanese origins. In this organization (which is meant to be an approach of the culture of the country which will host the world congress) are participating the following institutions and associations: the ISA-RC14, the Embassy of Japan in Greece, Panteion University, the National University of Athens, the University of Piraeus, the Ionian University, the Hellenic Foundation for Culture, the Hellenic-Japanese Association and the Association of Greek Sociologists. The conference concerns any researcher and any person interested in the issues of communication, culture and knowledge in the contemporary world.

### Organizing Committee

- Constantopoulou Christiana ISA-RC14, Panteion University
- Livas Sotiris, Ionian University
- Papalexandropoulos Stelios National & Capodistrian University of Athens
- Psilla Marianna, Panteion University
- Samaras Athanasios, University of Piraeus
- Shimizu Mao, Embassy of Japan in Greece
- Yiallourides Christodoulos, Hellenic Foundation for Culture, Panteion University

### Administrative Support

- Anastasiadou Mersilia, PhD candidate, Panteion University

## Under the auspices of the Embassy of Japan in Greece



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### Sponsors



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### Program of the Workshop of June 16th 2014

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#### 17.00: Opening

**Mao Shimizu**, Cultural attaché, Second Secretary of the Embassy of Japan in Greece: *Japanese pop culture and education.*

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#### 17.15-18.45: Japanese Culture and the contemporary everyday life

President: **Christodoulos K.Yiallourides**, Professor of International Politics, Panteion University

**Dimos Vratsanos**, President of the Council of the Greek-Japanese Association: *History and aesthetics of the Japanese Kitchen and of Sake;*

**Constantinos Grivas**, International Shiseikan Budo Association Shiseikan Budojo

Meiji Jingu: *The Influence of the Japanese Martial Arts on "West";*

**Zoe Savina**, Poetess: *Haiku, Plentiness Through Minimality;*

**Athanasios N. Samaras**, Univ. of Piraeus, **Sofia Iordanidou**, Open University of Cyprus: *The Image of Japan in the Media: A comparative intercultural Content Analysis.*

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#### 19.00-20.45: Japanese Culture and the Contemporary Thought

President: **Vasso Artinopoulou**, Professor of Sociology, Panteion University

**Stelios Papalexandropoulos**, National & Capodistrian University of Athens: *Zen, from the "realization of the truth" to its applications in everyday life;*

**George G. Panigyrakis**, Professor of Marketing, Athens University of Economics and Business:

*The Influence of Japan in the contemporary strategic Marketing Management. From consumerism to axiological societaling;*

**John A. Paravantis**, Department of International and European Studies University of Piraeus: *Japanese Technology and Geopolitics;*

**Christiana Constantopoulou**, Panteion University & ISA-RC14: *Contemporary Communication, the Culture of Manga.*

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**20.45-21.00: A Japanese Story**, Brief Performance in Dolls' Theatre  
by Efstratios Kourlis, Smaragda Penthroudaki, Aisha Yanagimoto

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#### 21.00: Reception