

EAST-WEST CENTER MAGAZINE

FALL 1974



East-West Center Magazine

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ABOUT THE COVER

Heavily painted faces are one of the unusual features of Chinese Opera which attract much attention outside China. These living masks portray different characters and parts, in this case a monkey. See page 9.



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EAST-WEST CENTER AWARD Nominations Due April 15

Nominations for the third annual East-West Center Award for Intercultural Activity in Everyday Life are now being accepted at the Office of Publications and Public Affairs, East-West Center, 1777 East-West Road, Honolulu, Hawaii 96822.

Deadline for nominations is April 15, 1975, with the award being made shortly thereafter, depending on arrangements with the recipient.

This award is made annually in recognition of an individual from Asia, the Pacific area or the United States who has made—in everyday life—a significant contribution to the fostering of better relations between peoples working in differing cultures. The award is provided through an endowment by Y. Baron Goto, Vice-Chancellor Emeritus of the Center. It consists of a 16-inch koa bowl, symbol of Hawaiian culture and identity.

The first such award was presented to Jesse Kuhaulua Takamiyama, a Hawaiian athlete who mastered the skills of sumo, including its arts, rituals and philosophy. Jesse's career involved total immersion in the Japanese culture, which previously was alien to him. He has been accepted with great respect and admiration by the Japanese people.

The second award was presented to Titus Chan, master Cantonese chef and teacher of culture. Chan has made special efforts to include as much

cultural background as possible in his presentation on Chinese cooking. His wit and cultural wisdom has made him a national favorite on National Education Television, where his show, "The Chinese Way," is in its third series.

Nominations may be submitted by any individual or organization—including EWC alumni groups—sharing the Center's goals of fostering understanding among the peoples of East and West. Nominations should include name, address and current work of the nominee, along with a summary of why this individual should receive the award. □



Jesse



Titus

Under Tight Supplies . . .

FOOD:

. . . A Call for Increasing Production

By Luvi Hurdus*

A Vital Dependence

In ancient Asian folklore, rice grains represent life-giving drops of milk from the breasts of the goddess, Mother Earth. So vital was man's dependence on this food grain that it assumed a legendary, semi-divine origin.

Eventually modern science equipped mankind with more efficient methods of cultivating rice as well as other food crops. But from ancient times to the present, the fact remains that grains are the staple food of man.

Now the world finds itself in a precarious situation where food supply may not be able to meet increasing demand. In recent years, agricultural production has been upset by complex inter-related factors which threaten to deplete the world food reserves to a dangerously low level. While adverse weather conditions considerably reduced the yield from major food producing areas, overall population growth continues to climb at a frantic pace. Thus in spite of the green revolution, "food crises" of varying magnitudes continue to haunt the world.

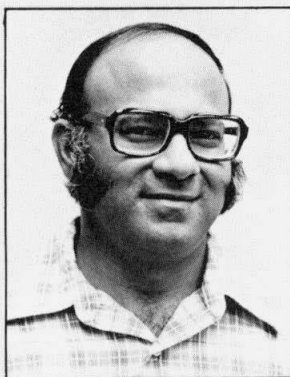
Crop production specialists from Asia, the Pacific and the United States participated in the INPUTS conference. See list of participants, page 19.

*Luvi Hurdus, a former degree student with the East-West Communication Institute (1971-73), is acting as INPUTS editor for the East-West Food Institute.



To compound the problem, there emerged an estimated shortage of 1.5 to 2 million metric tons of the major fertilizer nutrients—nitrogen (N), phosphorous (P) and potassium (K). Due to this shortage, food grain production in 1974 is projected to be 16 million metric tons short of demand. Although experienced world-wide, the impact of this shortage will be more pronounced in developing nations where limited resources immobilize development and where a famished face is no longer an unusual sight.

Man's response to this problem requires more than Malthusian prophecies of doom. International experts have already acknowledged the need for cooperation among everyone engaged in various aspects of agricultural production. The recently concluded UN World Food Conference in Rome is one such attempt among policy makers to coordinate efforts in solving the food dilemma at an international level.



Dr. Saleem Ahmed

Fertilizer shortages are not a new phenomenon: they have occurred quite frequently in the past—interspaced usually with periods of fertilizer oversupply. What makes the current situation significantly different from previous ones, however, is an interplay of four major factors: magnitude, anticipated duration, timing and overall need.

Elaborating on the first two factors, Dr. John Shields of the Tennessee Valley Authority, in his keynote address at the Planning Meeting (see story at left) estimated that the current shortage amounts to around 1.5 to 2 million metric tons of the three major fertilizer nutrients—nitrogen, phosphorous and potassium. This approximates 2.5 to 3% of the current demand. Since this shortage is due to the inadequacies of existing fertilizer manufacturing facilities to meet rising demand, and since a time lag exists to construct new facilities, he further estimated that the fertilizer situa-

tion would continue precarious through the 1980's. Furthermore, since natural gas is a raw material in the manufacture of the major fertilizers, the current energy crisis further compounds the problem.

But the core of the problem boils down to a practical question nagging agriculturalists with increasing urgency: Given the present trend of fertilizer scarcity, how then can food production be improved? How can better use be made of fertilizer resources now available or likely to be available?

At the East-West Center, the Food Institute has launched Project I.N.P.U.T.S.—Increasing Productivity Under Tight Supplies. Through collaborative field research, this project aims to find avenues for making optimum use of the scarce fertilizer resources available in different countries. Phase I of Project INPUTS was the planning meeting held at the Center in October 1974.

"It was an action-oriented meeting," according to Dr. Saleem Ahmed, East-West Food Institute research associate and coordinator of the conference which brought together 41 scientists from 14

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tion would continue precarious through the 1980's. Furthermore, since natural gas is a raw material in the manufacture of the major fertilizers, the current energy crisis further compounds the problem.

The hardest hit areas are the developing countries where domestic production is less than total demand. These low-income countries are unable to compete in the world market with the richer nations for the available fertilizer at the prevailing high prices (which have jumped by as much as 200% in one year).

Concerning the other two factors, Dr. Saleem Ahmed of the East-West Food Institute and project coordinator, reported that since one pound of fertilizer nutrient increases foodgrain yields an average of 10 pounds, the current fertilizer shortage of 1.6 million tons would result in a drop of about 16 million metric tons in food production—a quantity which could adequately feed the entire population of a country like Pakistan for one year.

To further aggravate the situation, a series of adverse weather conditions (like droughts in some areas and floods in others; high temperatures in some areas, low temperatures in others) hit a number of major food producing areas during 1974, a factor which by itself reduced the year's harvest by about 17 million metric tons.

The total shortfall in food production during 1974, therefore, amounted to 33 million metric tons, a reduction of 2.7% over the previous year.

Time-wise, Dr. Ahmed reported that the current fertilizer shortage could not have developed at a more inopportune time. It appears that the world will be entering 1975 with foodgrain reserves adequate to feed the total world population for only 12 days. This bleak situation is already manifesting itself in localized famines, notably in Bangladesh and in the Sahel Region of Africa. It is apprehended that all too soon, this could be more widespread.

While weather conditions may improve next year, fertilizer shortage is likely to continue an untimely visitor during the foreseeable future. □

Under Tight Supplies...

(Continued from page 3)

countries and four international organizations. After background papers were presented to give a country-by-country view of the deteriorating food-fertilizer situation, the delegates immediately addressed themselves to identifying the specific field research trials which need to be implemented as soon as possible.

These field trials include:

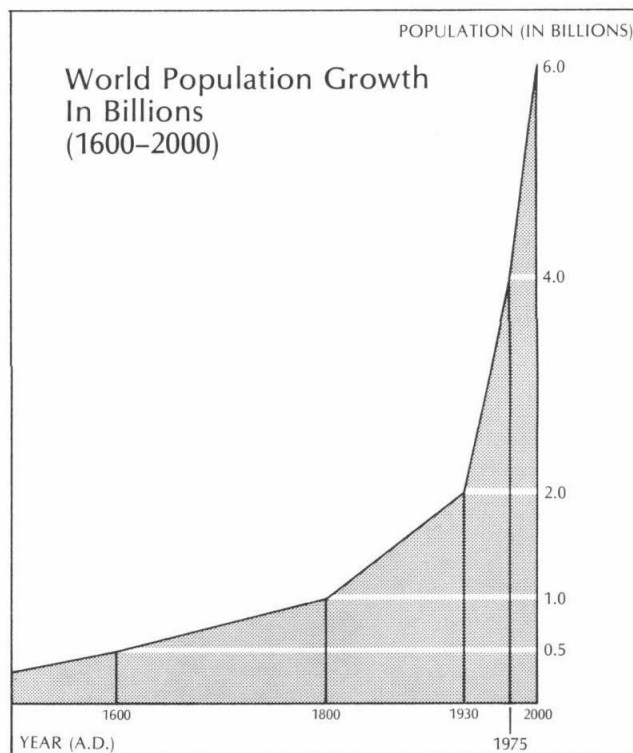
- Fertilizer placement studies on rice—to evaluate the efficiency of nitrogen-placement methods and carrier products under flooded paddy conditions
- Fertilizer placement studies on wheat and other row crops—to evaluate the efficiency of nitrogen-sources and different methods of application under normal, non-flooded conditions
- Mixed cropping studies—to compare the yield of row crops grown alone or in association with legumes and to determine the effect of legumes on reducing the nitrogen requirement of the main crop
- Evaluation of organic materials—to assess the efficiency of various organic manures and other materials usually available at farm locations, either alone or in combination with inorganic fertilizers.

Although these field trials are to be implemented by interested organizations at their own expense and on a purely voluntary basis, various forms of assistance were offered during the meeting. Supply of special materials such as Sulfur-coated Urea (SCU), Isobutylidenediurea (IBDU) and labelled Nitrogen for use in the experiments were volunteered by the Tennessee Valley Authority in Alabama, the Mitsubishi Kasei Kogyo Company of Japan and the FAO/IAEA in Austria. Similarly, soil analysis for the rice trials will be conducted by Kyushu University, Japan while the statistical analyses for all trials will be handled by the Virginia Polytechnic Institute and State University.

The Immediate Concern

In less than a month, a number of institutions in Asia started to implement the experiments recommended and designed at the Planning Meeting. Xavier University in the Philippines, Esso Pakistan Fertilizer Co. Ltd., the Joint Commission on Rural Reconstruction in Taiwan, the University of Sri Lanka and Dacca University in Bangladesh have reported either completion of planting of some trials or firm plans for others.

The field trials constitute the immediate concern of the agricultural scientists involved in INPUTS.



Basic to the problem of low food supply is the rapidly increasing demand.

However, student participation was also defined as an integral part of the project at the Planning Meeting. Realizing the potential that exists for channeling students' theses research towards building up baseline agricultural data, the delegates developed a general list of research areas that could guide scholarship-awarding organizations such as the East-West Center in the selection of suitable candidates. Alternative sources of nutrients, as well as constraints on and complements to effective fertilizer use are among the topics indicative of the extent to which students can complement INPUTS research.

So far scholarship applications from Pakistan reflect widespread interest generated among students by the research areas identified at the meeting.

With the research tasks laid out, participants at the meeting also considered various stop-gap measures to ease the impact of the fertilizer shortage in the years ahead.

For instance, a system for disseminating and exchanging existing data on efficient fertilizer use was deemed timely by the delegates. Attention was drawn to fertilizer distribution bottlenecks as well as the need to consistently check the quality of commercial fertilizer to discourage adulteration. Updating the training of extension workers to cover agronomic and economic con-

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By Mark Zeug

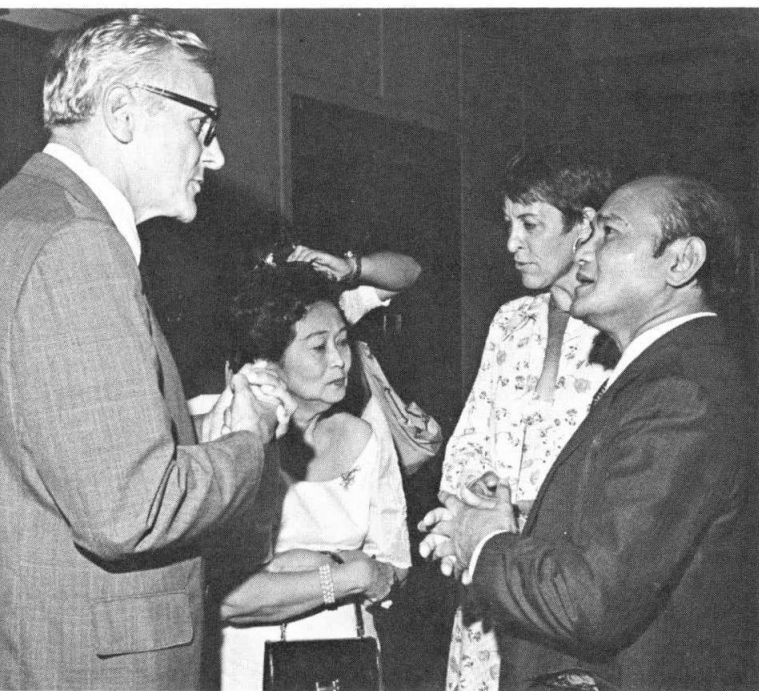
"Filipinos are running a race with catastrophe. For it is far easier to lose freedom without bloodshed than to regain it without bloodshed. One should never assume that people who are willing to sacrifice freedom and democracy for the sake of necessary reforms are prepared to bear the sacrifice indefinitely."

With these words, Salvador Lopez, president of the University of the Philippines, reminded the world and Philippines President Ferdinand Marcos that martial law in the Philippines must end sometime soon. While speaking at Kennedy Theatre in a lecture sponsored by the Dillingham Corporation of Honolulu and the East-West Center, Lopez reiterated the need for the kind of action taken by President Marcos in 1972.

"Let no one deny it: our political system, our economic system, indeed, the national society as a whole has required the double therapy of deep purgation and shock treatment," he said. "But such radical therapy is not without risk, and care must be taken to ensure that the deep-seated vices are eradicated without killing the patient."

Lopez described those vices: "Factionalism, fragmentation, and extreme partisanship dominated the policy-making process of government... Massive and often violent student demonstrations... Public tension was fed by a series of...

East-West Center Chancellor and Mrs. Everett Kleinjans chat with University of the Philippines President and Mrs. Salvador Lopez outside Kennedy Theatre prior to the Lopez lecture.



A Race With Catastrophe

senseless acts of violence as well as by clandestine acts of dissidence and rebellion. Private armies... proliferated; government officialdom had become not only indifferent to the clamor of the people but behaved in many instances as if it was their enemy. Unemployment grew steadily while the rate of inflation rose steeply, its effects being felt most acutely among the poor...

"In August 1971, in what seemed to be the culmination of a long series of outrages, the opposition Liberal Party's proclamation rally for its senatorial and municipal candidates was bombed in Manila's Plaza Miranda... The leading figures of the opposition were injured, many of them seriously, while dozens of spectators were either maimed or killed. A great wave of anger and outrage swept the nation. There was profound disgust over a political system that could spawn and tolerate such a senseless crime. Despair drove many people to the conclusion that political and social change could no longer be achieved by peaceful means."

Lopez said President Marcos responded by suspending the privilege of the writ of *habeas corpus*, and several individuals were arrested. But, "the expected mass arrests did not take place, and most of those arrested were subsequently released." Marcos restored the privilege in January 1972, but the "episode left the clear impression that time was running out on the existing political system, and that unless something was done to avert the nation's rapid descent into chaos, it could only look to an uncertain future riven by civil strife."

In 1972, a new crisis was added to this unrest. The conditions of "widespread poverty and misery were further aggravated by the devastation of torrential rains in July and August", as the Philippines were hit by an "unprecedented number of typhoons... the mountains denuded by years of unscrupulous logging funnelled millions of tons of water into the lowlands, and almost instantly the

(Continued on page 6)



Salvador Lopez,
Dillingham lecturer.

A Race . . .

(Continued from page 5)

rice-lands upon which the Filipinos depend for their survival were under several feet of water, mud and silt."

All this, together with discovery by the army of a shipment of arms purportedly destined for the New People's Army (a guerilla band operating in the rugged southern portion of Luzon) prompted President Marcos to proclaim martial law, according to Lopez. After the first shock, "the public seemed willing to accept his assurance that his decision was motivated by the desire to save the Republic and reform Philippine society . . .

"Almost immediately, this widespread hope seemed amply justified. The crime rate . . . dropped dramatically during the first weeks . . . Marcos ordered confiscation of all unlicensed firearms and restricted those that were licensed to the homes of the holders . . . He decreed the reorganization of the government and the summary dismissal of employees with records of graft, corruption and inefficiency. Customs and tax collections trebled. City streets once practically impassable with garbage were cleaned up . . .

"By decree President Marcos declared the entire country a land reform area . . . (and) ordered the redistribution of land to the landless, so that close to 180,000 former tenant farmers have now received certificates of ownership . . . In the highly sensitive area of education, he seized the nettle of the language controversy by decreeing a bilingual policy, or the use of English and the national language Filipino as media of instruction in all schools."

However, "many of the rights which Filipinos once enjoyed have been curtailed . . . freedom of the press no longer exists . . . strikes and demonstrations are prohibited . . . and in detention centers are kept hundreds of people at any given time. There are signs also of a growing restiveness among the people arising in part from the adoption of policies crucially affecting the country's future without prior public discussion and consultation, and partly from the worsening economic situation which is seriously eroding one of the regime's principal claims to public support.

"This restiveness extends to the armed forces whose discontent with present policies governing military operations against the Muslim rebellion in the South is well known." Lopez emphasized the relatively mild nature of "martial law Philippines style" where "there appears to be no deliberate policy of physical torture and no political prisoner has been executed."

Yet, "the policy of arbitrary arrest and detention has created a climate of fear . . . and prolonged repression tends to erode the support of the people." Since Marcos is relying heavily on this support, in the form of passive acceptance of his reforms, "it is imperative that constitutional rights and liberties be restored sooner or later—preferably sooner . . ." He warned against both "the indefinite prolongation of martial law" and "precipitate withdrawal by a stroke of the pen (that) could result in anarchy and civil strife."

Faced with those alternatives, Lopez said Filipinos "despite the admitted shortcomings of the martial-law regime, should continue to give it their support . . . Their patience, however, is not endless; they will not wait forever." □

ALLIANCE TOWARD A STEP

Small Business Association Administrator
Thomas Kleppe delivers the keynote address.



The first step toward an alliance to help small businesses in the Pan-Pacific area was taken this fall when the East-West Center was host to the first Small Business Conference ever held for countries in the area.

Some 135 leaders from the business, industry and academic worlds of 16 nations came together November 3-5 to get acquainted and to isolate common problems that they might share resources to resolve.

Architects of the meeting and general co-chairmen were David K. Nakagawa, District Director, Small Business Administration, Honolulu, and Dr. Tokutaro Yamanaka, President of the Distribution Economic Institute in Tokyo. Other sponsors were the East-West Technology and Development Institute of the East-West Center and 15 American and Japanese business organizations.

The conference grew out of discussions of the two co-chairmen. The U.S. and Japan have similar definitions of small businesses and lead in numbers of small firms and national involvement with them. But in an international economic context, a two-country conference seemed too restricted. The entire world economy was in disruption and it was unrealistic to view the state of small business so narrowly. Small business plays a vital and necessary part in every country, developed or developing. Now more than ever the conference planners felt, it needs attention and nurturing. Thus invitations also were extended to American Samoa, Australia, Canada, Fiji, Guam, India, Indonesia, Korea, Malaysia, Micronesia, New Guinea, New Zealand, the Philippines, and Republic of China, all of which sent representatives.

Variations in small business statistics brought out by conference delegates included for example: Japan has five million small businesses, accounting for 99.4 percent of the total number of businesses; in the U.S., eight million businesses are small, for 95 percent of the total; the Philippines have 9,500 small businesses; in Australia and Korea, there are 250,000 and 24,360 small manufacturers, respectively, accounting for 96.5 percent of the total manufacturing establishments in each country.

Participants agreed that certain current economic conditions were seriously affecting their small businesses. Speakers cited the energy crisis, high interest rates on business loans, inflation and shortages of materials and supplies as the four most significant problems common to all.

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The conference's multi-lingual participation required simultaneous translation of proceedings into three languages.



Alliance . . .

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In keynote addresses, SBA Administrator Thomas S. Kleppe cited the U.S. problems of the astronomical demands for monies to support the needs of super-industrialization and the resultant shortage of capital to finance small business enterprises.

Taichi Saito, Director General of Japan's Small and Medium Enterprises Agency, emphasized labor shortages and pollution of the environment as other critical problems for small business in his country.

Stages of industrialization and its accompanying build-up of small scale industry were shown to have penetrating results on the economy of a country and its small business population. Small manufacturers hold an important share of the industrial structure of most Pan-Pacific countries, it was brought out.

The Korean economy has realized the most astonishing growth rate of any of the nations in the past 10 years, Bong Jai Kim, Chairman of the Korean National Federation of Medium Industry Cooperatives told the delegates. As a result of an ambitious industrialization program launched in 1962, Korea's growth rate has averaged nine percent annually, reaching a 16.5 percent increase in 1973. Mining and manufacturing industries have become the mainstay of Korean business, superseding agriculture.

A phenomenal growth of export industries has supported Korea's economical rise, with exports climbing to \$3.3 billion in 1973 from \$50 million in 1962. Their export target for 1974 is \$4.5 billion.

Despite this record, conferees wondered if Korea's situation isn't substantially the same as the Japanese success story of past years and if their current difficulties aren't just about the same. "Small business", Kim said, "is suffering an acute shortage of capital, and thus is unable to settle such key problems as low productivity, low efficiency and low technical level. Its business management is irrational and pre-modern and its market is thus unstable. Under the circumstances, the

modernization of small-scale industry is a major policy problem for the Korean government."

Eiji Ogawa, professor of business at Nagoya University, told the assemblage that scarcity of resources, stagnation and conflicts have put an end to "Japan's miraculous growth" of the 1950's and 1960's, forcing small businesses to adopt to a new era.

"Shortage of fresh labor force brought a high rate of wage increase with many small businesses not able to meet such an increase with raising productivity. The shortage of fresh labor force also deteriorated the quality of labor force in small business. Motivating is becoming a more serious problem", Ogawa said.

"The very high interest rate because of tight money market, gives small business a bad effect. Japan's small business usually has a high debt ratio. Therefore this high interest rate is squeezing profit from small business."

"Small business requires a new style of management," Ogawa said. "It must emphasize, much more than ever before, the importance of external management, the refinery of planning function, the pursuit of people approach and the importance of the manager's professionalism. I believe small business must have the new managerial philosophy to survive in the future."

The quality of management came out as the universal key to the success or failure of small business in every country represented at the conference.

Speaker after speaker reiterated the conclusion that better management may be the only instrument of survival for many small businesses. Numerous principles and practices of good management were explained and discussed and will be followed up in various ways in the future.

Dr. Yamanaka invited delegates to hold a second meeting in Tokyo next fall and the group enthusiastically accepted.

There was general consensus that the first Pan-Pacific Small Business Conference was a successful beginning of a mutually beneficial relationship for all the countries participating. □

opera with a difference

"A scholar falls in love with Su San, a sing-song girl, and they are happy together. But he spends all his money and the proprietress turns him out. He takes refuge in a temple and sends a messenger to Su San, who meets him and gives him 300 ounces of silver for a trip to Peiping to compete in the imperial examinations.

"On the way he is robbed and becomes a beggar. Su San finds him again and presents another gift of money. This time he passes the examinations and becomes a judge and inspector. Pining for her lover, Su San loses her popularity and is sold to a rich merchant. The merchant's wife hates the girl and tries to kill her with a bowl of poisoned noodles.

"Instead, it is the merchant who eats and dies. Su San is accused of murder and sentenced to death after extraction of a false confession. The denouement can be guessed: her lover is one of the examining magistrates, and discovers the truth. The wicked wife is found out, and Su San and her lover are married and live happily ever after..."

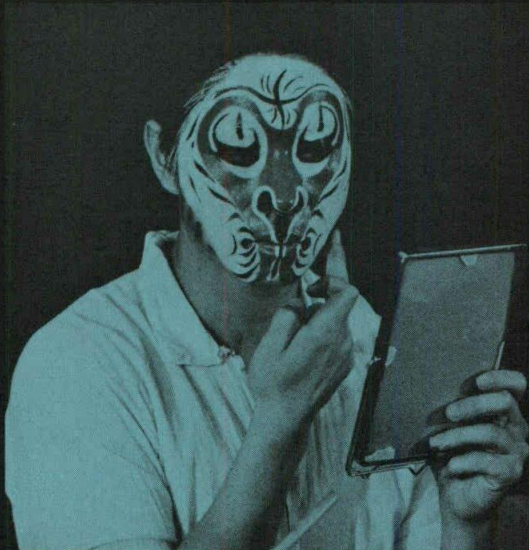
This, as the plot line of the "Story of Su San the Courtesan", typifies the national drama of the world's most numerous people, the Chinese. Chinese opera has been described as "total drama" that includes singing, speaking, dancing and even acrobatics, an art form of its own that really must be seen and heard to be believed and taken seriously.

The Honolulu community received a chance to do just that shortly before Christmas as the National Chinese Opera Theatre visited Hawaii under the auspices of the East-West Culture Learning Institute. The visit marked the final leg of the troupe's second North American tour which began in October. Both performances in Honolulu, held at the Kennedy Theatre on the University of Hawaii campus, were sold out.

Correctly named, Chinese opera is Peiping drama, that is, the "drama of the capital". However, since the communist revolution in mainland China, which declared the traditional opera to be

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opera with a Difference

"feudal, reactionary, and degenerate", the centuries-old art form has been preserved exclusively on Taiwan. There, young aspirants to "Peking" opera begin as early as age seven to learn the dance, music and acrobatics that is part of Chinese opera.

Historically, it remains one of the oldest art forms still performed in the world today. Its origins date back to the Han Dynasty (206 B.C.-220 A.D.) of ancient China, and references to it are included in each succeeding dynasty through the Ching Dynasty (1644-1911 A.D.). The opera reached its zenith in the last two centuries, becoming increasingly popular and internationally famous.

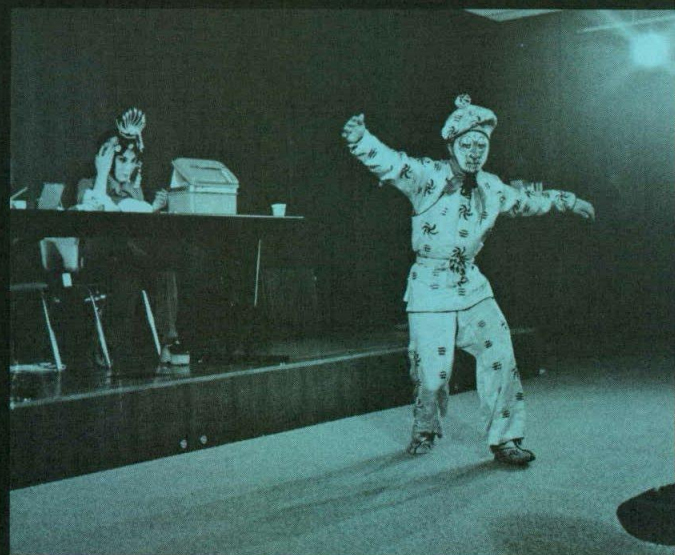
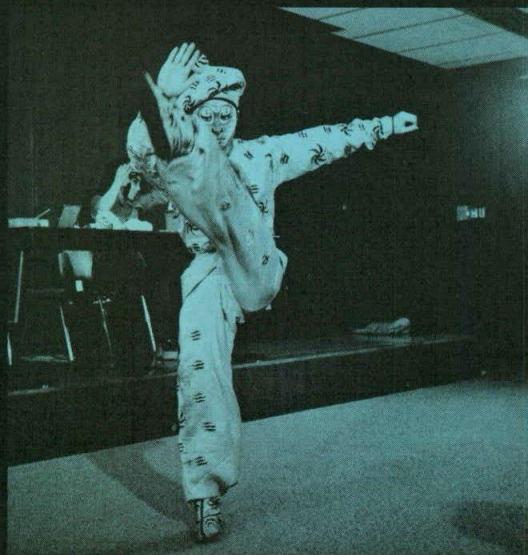
Still, Peking opera differs greatly from the commonly known Western opera. The stage is usually set with just a single small table which can become a mountain, a throne, or even a court. Cos-

tumes are many and often brightly colored, and each has a meaning which amounts to a kind of "type-casting". There are definite categories of dress for rulers, generals and scholars. Color is used to indicate rank, status and personal character.

Heavily painted faces are another unusual feature which attracts much attention outside of China. The painted masks are filled with symbolism, and color identifies the type of role played by the wearer: red for loyalty and bravery, black for integrity, green for spirits, gold for the gods.

Dramatically, Chinese opera depends on the actor and his faithful performance of the role as custom has decreed. He has no assistance from scenery and very few other props. Except for the table and two chairs, the stage is bare. Properties consist principally of weapons, sometimes worn and often used in the acrobatics so popular in plays about warfare. A riding crop indicates an equestrian—who alights when he throws the whip on the stage. Other conventionalized gestures indicate mounting, backing and tethering the horse.

There are four main divisions of acting, each subdivided into a number of narrower specialties.



Two members of the National Chinese Opera Theatre put on a special demonstration in face painting and makeup for East-West Center staff and participants, prior to their opera performance in Kennedy Theater. Each member of the troupe puts on his or her own makeup, a process that can take as much as an hour before curtain time. As the monkey or clown, the male actor also does considerable acrobatics, some of which he demonstrated.

The *sheng* plays the role of scholars, statesmen and warriors. They wear no painted makeup and except for young men, are bearded. *Tan*, or women's roles, were until recently played by female impersonators. Even today actresses must display a technique of femininity invented and perfected by male performers.

The third division, the *ching*, have heavily painted faces and foreheads and portray some warriors, bandits, evil ministers, righteous judges, statesmen, gods and other supernatural entities. Their roles are vigorous and they usually wear special high-soled boots to increase their height. The clown and comic, or *ch'ou*, is the only actor to use colloquial speech. He can improvise and is usually a mimic and acrobat as well.

All actresses and actors must be adept in specialized sleeve, hand and foot movements. Even a door is closed symbolically: the actor merely brings his hands together at arms length. A girl may get rid of her lover in the same way. For a cavalry charge, the riders utilize their tasseled sticks. Paddling the air represents maritime transportation.

There are 24 kinds of musical instruments as-

sociated with Chinese opera, but the more commonly used ones are the *hu chin* (two silk strings played with a horsehair bow), *yueh chin* (four-stringed moon guitar), *pi pa* (of the lute family), *ti tzu* (bamboo flute) and an assortment of drums, clackers, gongs and symbols. These instruments, when combined in orchestral accompaniment, often engulf the actual singing.

Still, excellence and professionalism are determined by the vocal performers, and more than half of the major roles require singing in falsetto. Some roles, such as women and young men, require an exceptionally high pitch. Since there are no microphones, actresses and actors must be heard without them—volume depends on the depth of the voice and how much the singer can muster.

For young male aspirants seeking the best roles, they can only hope that their voice does not change as they mature. If it does, their choice is greatly limited and many leave the opera. But there are still the roles of generals and warriors, whose voices must reverberate through the cheek bones and front portion of the face to produce a resonant and deep sound with a gruff quality. □

THE HUMAN SIDE

East-West Center alumnus Gerry Madrazo, born and raised in the Philippines, is a candidate for National Teacher of the Year Honors in the United States. Gerry was a degree student at the Center in 1966-67, majoring in biology, but was forced to return home before completing his degree due to the death of his mother. Three years later he received a National Science Foundation award to finish his degree, this time at the University of North Carolina in Durham.

While still completing studies at the University, Gerry began teaching high school biology at nearby Graham High School and has received two awards for teaching techniques and activities in the past two years. His success stems from his

philosophy of teaching science—accenting the human side. “I feel I can personally be very influential in teaching, and can make myself and the course relevant to the students by humanizing it,” Gerry says. “I can teach science and biology better if I can talk about the human nature or the scientists behind the discoveries. Einstein was a specialized genius in his field, but he couldn’t tie his shoelaces as a child.”

One notable activity which received an accolade was his effort to make students aware of their environment during Earth Week, including no fresh water on “pure water day,” and stink bombs on “pure air day.”

For the current academic year, Gerry has been named county science demonstration coordinator, a task which requires that he travel to other schools in the county. This limits his actual classroom teaching to advanced biology on weekday mornings. But he and his wife, Rose (whom he met in Hawaii), make up for it in other ways. Among other things, they have initiated an annual “International Night,” an evening of music and dance from various cultures patterned after a similar event at the East-West Center. It’s all included in a massive bound book which was compiled in conjunction with Gerry’s Teacher of the Year nomination. □

NEWSMAN WITH A GREEN THUMB

For the moment, Zacarias Sarian, editor of Manila’s *Modern Agriculture and Industry* is swamped with advice on how to spend money. The 37-year old newspaperman has just received the 1974 Ramon Magsaysay Award for Journalism, Literature and Creative Communication Arts—and a US \$10,000 prize comes with the plaque.

Sarian used to serve as a farm editor for the *Manila Chronicle*. And, among his more flamboyant Filipino colleagues, the soft-spoken reporter from Ilocos Norte tends to blend quietly into the woodwork.

Sarian came to the agriculture beat well prepared. He was born on a small farm in Ilocos Norte. And from the age of five, he helped in farm chores, including the tending of *carabaos* (water buffaloes). Sarian paid his way through agricultural high school by raising rice and garlic on a small plot his father lent him. Later, he attended the University of the Philippine’s College of Agriculture.

While editing the *Philippines Farms and Gar-*

dens magazine, the Press Foundation of Asia nominated Sarian for a Jefferson Fellowship at the East-West Center in Hawaii. And after martial law closed down the *Chronicle*, Sarian turned his head to publishing *Modern Agriculture and Industry*. This magazine now has a circulation of 22,500.

It is Sarian’s record of competent craftsmanship in the vital but ironically-neglected field of agricultural reporting that caught the eye of Magsaysay Award’s trustees. Over the years, Sarian sought to build communication bridges between the farmers in the paddy and the scientists in the laboratories—and succeeded.

For this work, Sarian won what is Asia’s equivalent to the Nobel Prize: the Magsaysay Award. These awards, which are issued on August 13 every year, were established in memory of the late Philippine President Ramon Magsaysay, a man known for his integrity and devotion to the Filipino farmers.

As for the advice on spending the prize money, Sarian apparently doesn’t need any. He has decided to buy a plot just outside Greater Manila, to demonstrate to farmers the things he and his staff write about in *Modern Agriculture and Industry*. □

**Reprinted with permission from the September issue of Media for Asia’s Communication Industry, Hong Kong.*

Durable Goods and Other Kinds of Heroes

By Warren Iwasa*

“Heroes in the United States are a kind of durable goods, but Sri Lanka’s heroes are steady.” —A comment by a participant in the seminar on “The Hero: East and West.”

The very week *Time* magazine announced in a lavish, 38-page special section its choice of 200 young (under 45) Americans who appear to have the makings of future national leaders, a group of scholars from Asia and North America were meeting to discuss in a research seminar the sociologically important—and timely—sub-

ject of “The Hero: East and West.” The seminar, conducted by the Communication Institute of the East-West Center, was coordinated by sociologist and media researcher, Hidetoshi Kato, Institute research associate, who selected the topic and, during a month-long series of meetings, provided steady, cheerful and expert guidance through the broad, barely charted regions of cross-cultural academic interchange. While the seminar was deemed a success by all participants, it did bring to light how difficult it sometimes can be for people, even scholars, to communicate in an international setting.

The language used throughout the seminar was English, which all of the participants seemed comfortable in; rarely did any of them find that his or her command of English was not adequate to express either complex, subtle or highly technical ideas. But surprisingly, although diverse subjects of cultural importance in addition to the hero were discussed, English [as] the medium of communication, remained uncontroversial, almost neutral...

Much of the first week’s discussion centered around a wide-ranging, glibly referential and occasionally offensive paper presented by Marshall Fishwick, president of the Popular Culture Association, who attended the seminar as a consultant. Entitled “The Hero in the Context of Social Change”, the paper announced that a “New International Style” was emerging, that the style in question was electronic and that in at least one of its many manifestations it was “one of the great potential weapons for world understanding and peace.” [It] “supercedes ideology. I have never seen a group of

(Continued on page 14)

*Reprinted in part, with permission, from the **Hawaii Observer** where Warren Iwasa is Senior Editor.

Participants at the seminar on “The Hero: East and West” quizzed Marshall Fishwick (back to camera) about his concept of the hero and social change. Opposite Fishwick is Hidetoshi Kato, coordinator of the seminar.



Heroes . . .

(Continued from page 13)

young people enjoy pop music more, or respond more vigorously to it, than Poles attending summer conferences in Krakow and Poznan. The new generation is no longer willing to die for communism, capitalism or any other ism. Instead, they want to be tuned in."

Psychic Mobility

Not entirely correct, the Asian participants responded. They were highly skeptical of Fishwickian internationalism, having detected in the arguments and attitudes . . . unmistakable signs of condescension and *economic naivete*. "What is the New International Style?", asked Karina David, a sociologist from the Philippines and one of the younger participants; she wanted to know what its norms were and what values it expressed. Fishwick, under fire by a group he had been addressing as a lower-division undergraduate class, retorted: "Is your question a Western question?" The question was an unfair one, implying that David by virtue of her fluency in English was part of the New International Style, so Kato interceded: "We are using English in this seminar, that's true, but let's forget about that. What Marshall Fishwick is trying to say is that some young people throughout the world have 'psychic mobility'." [However] Fishwick's New International Style, primarily a commercial, middle-class, urban phenomenon, was not a cultural mode that tantalized people who came from countries which, in the words of one of the participants, were 85 per cent peasant. Other matters, developing a sense of national identity for one, had greater claim on their time and intelligence.

Marshall Fishwick departed for Bulgaria at the end of the first week, and on Monday of the second week, "Heroes: East and West" rather than "The Hero As International Pop Star" become the focus of attention. Kato began with some cautionary remarks: "Whenever we deal with the problems of social science we have to deal with the problems of the developed and the developing. Scholars tend to be rigid about this—they believe that developing should follow the developed. But in the humanities you can't make a distinction between the developed and the developing. In the Communication Institute I want to establish a compromise, where everyone can be a teacher and a student."

During the week and a half when individual papers were presented, dozens of heroes were examined through an assortment of academic lenses: through history and archeology with their telescopic power, through sociology with its generalizing capacity and through psychology with its focus on the internal workings of heroes and hero-worshippers. The heroes brought to the seminar were as varied as Davy Crockett (Walt Disney's rather than the historically identifiable frontiersman) and the new heroes and heroines of China . . .

After a week's exposure to the New International Style as interpreted by . . . [Fishwick], the Asian participants were sensitized to issues regarding Western imperialism, whether economic or electronic; the history of American and British colonialism in Asia; and the efforts of developing countries to preserve their

own cultures. In the middle of the second week, a paper presented by Mohamed Haji Salleh, a young poet and scholar from Malaysia, rekindled concern about these issues and stirred one of the liveliest discussions of the seminar. In his paper, "The Traditional and Contemporary Malay Literary Hero", Salleh described a radical change in Malaysian thinking which he saw reflected in a shift that has occurred in the status of two 15th-century heroes, Hang Tuah and Hang Jebat.

Traditionally, Hang Tuah was regarded as a hero for his unquestioning loyalty to his king—which he extended even beyond his close friendship to Hang Jebat, whom he killed, unhesitatingly, because of Jebat's rebellion against their feudal lord. However, between 1950 and 1960 Hang Jebat, the rebel, came to replace Hang Tuah, the loyalist, as the hero young Malaysians want to emulate . . .

When Salleh's paper was discussed, Karina David noted that it pointed out clear changes in peoples' perceptions of the Malaysian hero. But, she continued, "in the Philippines Hang Jebat wouldn't be looked upon as a hero. Does making Hang Jebat a hero reveal something unique about the Malaysians? Exactly what qualities did Hang Jebat have that made him a hero?"

Salleh's answer is worth quoting at length: "Malaysians under the British were repressed, suppressed. Colonial rule stifled the ambitions of the young people, especially that of the Malays, who are very much like the native Hawaiians. We don't have to be bothered about getting food because the land is so rich. I cannot imagine anyone starving. You can just go into the forest and find food. So we are trained not to bother anybody. When the Chinese came, they brought with them a kind of toughness, a competitive spirit. We, on the other hand, did not know how to compete—everything is shared among us . . . in fact, we don't even have the word 'compete' in the Malaysian language—the closest we come is a word meaning 'go along together' . . ."

Fragmentation of Society

Salleh drew a distinction between Western individualism, which he believes is coming to an end because it has led to the fragmentation of society, and the ideal that Hang Jebat stands for—rebelliousness. Sang-Hwe Lee, a Korean who teaches in the department of journalism at Ewha Women's University, asked Salleh to what extent the Malaysian Government encourages young people to emulate Hang Jebat over Hang Tuah. "The politics of Malaysia is very complex," Salleh explained, "because it involves the politics of races. Right now the Malays are in power. Right now we need the qualities of Jebat—and the qualities of the businessman. I think the Malaysian Government is in a dilemma; it wants Malays to come up, but it doesn't want young Malays to rebel."

Although not one of the ten official participants, distinguished Japanese science fiction writer Sakyo Komatsu, whose novel *The Sinking of Japan* will be published in the United States this fall, was invited to attend the seminar as a consultant. His paper, "Handicapped Heroes", dealt with a line of one-eyed (and sometimes one-armed as well) heroes which has evolved in Japan. The most recent example of this type



Noted Japanese science fiction writer Sakyo Komatsu was invited to attend the seminar as a consultant, and presented a paper on "Handicapped Heroes."

of hero...is Zatoichi, who has appeared in 26 films and has been viewed by more than 15 million people in cities as far away from Japan as Honolulu, Sao Paulo, Caracas and Havana...

Before Zatoichi there was Tsukue Ryunosuke, the blind hero of *Daibosatsu Toge*, a monumental unfinished novel (19 volumes) first published as a serialized newspaper story. Komatsu likened Tsuke Ryunosuke to Jack the Ripper and Charles Manson: "He appears as a man who is possessed by the evil ghost of the age." But when he loses his eyesight, Tsukue Ryunosuke becomes "a hero who symbolized a sinful human being who wandered the world without salvation, rather than a blood-curdling murderer." Another such hero was Tange Sazen, the nihilistic one-eyed, one-armed swordsman who was created in the late twenties.

What Komatsu was driving at in his paper was that these maimed heroes have their origin in the prehistoric past of Japan... They emphasize, Komatsu argued, the totality of the normal human body" and are symbols of vitality, of the fact that human beings can overcome their handicaps...

Handicapped heroes

When Komatsu completed his presentation, someone commented that the handicapped heroes may be a reflection of the Japanese national psyche. This prompted Sang-Hwe Lee to ask whether there was any link between the handicapped heroes and the Zengakuren, the association of radical students which organized massive demonstrations in the late-Sixties. "Young people," Komatsu replied, "feel handicapped in the company of older people. This leads them to destroying society. They feel as if they're possessed by a brutal god." Another comment was that the handicapped heroes might also represent "an underground force" in Japan which has to be released—and which in postwar times has been channeled into economic and business activity.

Kato's paper, "Comics, Rebellion and Society", provided further evidence that an important connection exists between the popular heroes of Japan and the social turbulence which Japan is currently experiencing

...Kato approached the problem, initially, from sad personal experience. In September of 1969, during a wave of student demonstrations at Kyoto University, his office was broken into and occupied. When the students finally left, he found while sorting out the debris that was left behind that his entire collection of back issues of *Garo*, a comic-book magazine, was missing. "Some days later," Kato noted, "a student who had been inside the barricade but escaped arrest came to see me and said, 'Oh, we enjoyed your *Garo*'; he apologized for his comrades, who had taken the magazines away to show a group of students who were occupying another building. I asked, out of curiosity, why students liked *Garo*. The student answered, 'Kamui-den, of course.'"

Kamui-den (The Legend of Kamui), which was published three years ago as a set of 21 volumes containing roughly 50,000 frames of drawings... Besides its epic length, *Kamui-den* is noteworthy because one of the suspected leaders of the Japan Red Army, an organization which was engaged in several airplane hijackings, including one that led to the massacre at Tel Aviv airport in 1972, professed to be a reader of *Garo*. In a letter to the magazine's editors, Nobuhiro Takemoto, the young radical, wrote: "I am a graduate student in the department of economics, studying the revolutionary thoughts of Karl Marx. My hope is to revitalize Marxism, which at present is in the hands of formalistic eggheads. In this context, I feel that the comics by Sampei Shirato sharply touch my problem area, and I am reading his works most intensively... I am keeping all the issues so that they can be read by other people, including my son."

Sheer Nonsense

While Kato believes it is "sheer nonsense to hypothesize a simple cause-and-effect relationship between Takemoto's absorption in Shirato's comics and his underground operations," he does think it is "quite probable" that Takemoto and his fellow activists had the images of Shirato's comic-book heroes in mind when they discussed their revolutionary strategies...

The seminar made little attempt to organize the papers around a single monolithic theory of the hero; instead, a variety of disparate approaches was encouraged in order to broaden current research on the hero. An international academic setting, the seminar revealed, can effectively discourage narrow, ethnocentric thinking, while stimulating unexpected insights and responses based on a scholar's experience living in a particular culture: "I think it is significant that everyone here from Asia had heard of Marilyn Monroe... there is pathos running through Duke Kahanamoku's life; he is the exploited sports hero, a member of the subculture who is constantly surprised through his life." "In Hong Kong, Abraham Lincoln is regarded as a hero because he pursued book knowledge, a very Chinese thing." "In postwar Japan there has been a belief in democracy. So there has been a fear to be conspicuous, and educators have hesitated to put forward national heroes." "Our textbooks are prescribed by the government, and when the government changes, our heroes change." □

Concentrating on the Invisible

By Judie Teall and Keith Cunningham *

Effective learning of another culture is not automatic. It's not easy, nor is it without risk. But it is a challenge to human understanding, and yields human rewards which more and more people are seeking.

As this contact between cultures grows, the need to identify areas of culture learning which can be facilitated by formal and informal training also grows. To this end, the Culture Learning Institute has for three summers sponsored seminars dealing with some aspect of cultural identity and learning. The Third Summer Program, held July 21 to August 11, 1974, focused on cross cultural training and nonverbal communication, the first such seminar on this topic ever held at the East-West Center.

A Common Interest

From a conceptual aspect, the seminar aimed at fostering better understanding among cultures by enabling participants to sharpen their own communication skills through lectures and exercises, and through mutual interaction with participants from other countries. These participants, all from Asia, the Pacific and the U.S., share a common interest in education in a cross-cultural context.

The program was designed to encourage culture learning and exchange in a supportive atmosphere of mutual understanding and empathy necessary to effective interchange—an atmosphere in which everyone is conscious of the need for effective interchange, and aware that learning is only accomplished when minds are open and people are willing to try.

In focusing on nonverbal communication, and culture-specific rules by which it is governed, effort was directed toward making participants aware of aspects of communication which are culturally

learned and influenced, albeit not consciously realized. Such naivete results in misunderstanding between people whose systems of nonverbal language differ, a problem well stated by anthropologist Edward Hall: "Culture is invisible. We must learn to see what is not visible and hear what is not spoken." It was the invisible aspects of culture that provided the main focus for the seminar.

It was for this reason that a widely diversified group of college administrators, university professors, cross cultural counsellors, and foreign student advisors from 11 different cultures met together for the first time during the months of July and August. For three weeks they attended lectures, took part in various activities designed to increase intercultural understanding, and shared together in a uniquely Hawaiian setting.

One of the best received exercises designed to give the participants a cross cultural experience was the Bafa Bafa game in which the members are organized into two groups which basically represent Eastern and Western cultures. After each member has learned the culture to which he (or she) has been assigned, he then attempts to interact with the other culture on the basis of the culture he knows, and watches others do the same. The result of this simulation exercise is that each person feels what it is like to be a foreigner and can see his own culture in an objective manner, that is, as others see it.

A second activity, where participants gained insight into each others' roles, involved cross cultural counselling sessions conducted by Dr. Paul Pederson, Senior Fellow of the Culture Learning Institute. The group was organized into triads consisting of client, counsellor and anti-counsellor. Each triad would then hold a cross cultural counselling session to experience the meaning of what is involved. While this may not appear difficult, the participants were amazed by their own feelings. In recalling the experience, one woman said: "I was amazed at the complexities of reaching

**Judie Teall is a non-degree participant and Keith Cunningham is a degree student, both with the Culture Learning Institute.*

common ground when counselling a 'foreign' participant. I found that first I had to confront my own inadequacies—a very sobering and healthy experience."

Role playing through drama provided another technique for cross cultural learning. This technique, pioneered by Institute Senior Fellow Richard Via, has proved useful in both English language instruction and nonverbal training. When taking the part of an American character in a play, a person is encouraged "not to act like an American, but to make the character become *yourself*". In this way the person learns to adapt the nonverbal ways of another culture to his own particular mode of expression, in addition to learning the language.

While such activities provided training on a formal level, there were also field trips to Honolulu's largest shopping center, the Honolulu Airport and the Kodak hula show. Participants observed and recorded the nonverbal behavior of tourists; this record was then later discussed among members of the group in an effort to identify similarities and differences of such behavior among various cultural groups. In addition to observing the behavior of others, however, the members were able to take part in a study of their own nonverbal behavior, a study organized by Dr. Jerry Boucher, Institute staff member, in conjunction with lectures by Dr. Paul Ekman of the University of California Medical School in San Francisco.

Same Facial Expressions

According to Ekman's theory, people of different cultures exhibit the same facial expressions when they experience anger, disgust, fear, happiness, sadness and surprise. Ekman supported his theory by showing photographs of persons in many different countries who were experiencing or posing the different emotions. Ekman further explained, however, that whereas the same facial expressions do occur in every culture, the events which cause a person to feel an emotion, such as fear, and the situations in which a person is permitted to display his feelings on his face, may be different from culture to culture. In light of this theory, Ekman and Boucher reviewed photographs of the six emotional states posed by the participants which had been photographed earlier by Keith Cunningham.

The televised broadcast of President Nixon's resignation speech provided participants with an additional opportunity to decode nonverbal messages on videotape, as well as a chance to observe their own rules for emotional display which were implicit in their reactions. In order to more closely examine the President's facial expression, the speech was videotaped and slowed down, while Boucher discussed the nonverbal messages in the individual frames.

But it was the spontaneous behavior of the participants while listening to the speech which allowed them to learn about display rules on a per-



In focusing on nonverbal communication, and culture-specific rules by which it is governed, effort was directed toward making participants aware of aspects of communication which are culturally learned and influenced, though not consciously realized.

sonal level as well. The public behavior of the Americans was quite vocal, and they were not at all hesitant to express their feelings. This was quite shocking to some participants from other countries whose own display rules would not permit them to express such feelings in public. In the resulting discussion, it became apparent that according to American display rules, such behavior was both common and acceptable.

It would be inaccurate, however, to describe the atmosphere of the program as developing solely from structured activities described. While the daily lectures and seminars did provide the central focus for the program, much of the learning, the sharing, the risk-taking—the transcultural community spirit—occurred spontaneously and subtly in unprogrammed areas. It occurred quite naturally at a spur-of-the-moment meal prepared for the group by an Afghan participant, at a visit to a Polynesian cultural show, at small group late night discussions, at coffee breaks and at meetings where the participants themselves gathered to decide on what they needed to accomplish and how they could best make an input into the program.

And what was it that the participants left with? Not answers exactly, but more with sense of insight. Said one participant, "I came away with a sense of challenge, not answers." He said he had felt the challenge before, but he now feels "more humble and less naive about human communication. The challenge looms larger now", he added.

Another claimed he felt a strong need to "listen and hear better and to teach others to do the same". Wondering if it were possible to attain true understanding, he claimed that "all this is truly frustrating, but makes life terribly exciting and a challenge." □

Japanese Research on Mass Communication: Selected Abstracts

Hidetoshi Kato
with a Foreword by Wilbur Schramm

Unlocking the door...

The first of a series of publications detailing Asian research in mass communication by the East-West Communication Institute is one of the recent East-West Center Books published by the University Press of Hawaii. The 128-page paperback volume is "*Japanese Research on Mass Communication: Selected Abstracts*," edited by Prof. Hidetoshi Kato, head of the Communication Design Institute of Kyoto who spends part of each year at the East-West Communication Institute as a Research Associate.

Dr. Wilbur Schramm, Director of the East-West Communication Institute, says in a foreword to the book: "It is a commentary on our general level of linguistics facility that so much of the communication research of countries like Japan, China and Korea remains unknown outside the country of origin. Few scholars in other countries of the world are able as yet to read those languages. Therefore, Professor Kato has done a great service in this volume by unlocking the door that barred English-reading scholars from Japanese communication research. With grace and scholarly authority he presents, in the following pages, 98 long abstracts in English of significant Japanese research."

The abstracts provide factual data on subjects ranging from audience studies through children's media, the "politically concerned public," use of radio by the blind, to changes in media taste through the years of television growth. The Institute also is planning to publish abstracts of communication research in Korea and China.

ISBN 0-8248-0345-0 LC 74-81141
128 pages paper (6 × 9) \$3.50

OTHER NEW EAST-WEST CENTER BOOKS

Japanese Culture and Behavior: Selected Readings, edited by Takie Sugiyama Lebra and William P. Lebra. Twenty-three selected articles on Japanese values and beliefs, patterns of interaction, socialization and psycho-social development, and cultural stress. The articles are written by Japanese and Western social scientists and psychiatrists, achieving a balance of perspectives for a complex and provocative subject.

ISBN 0-8248-0276-4 LC 73-78978
390 pages paper (5 × 8) \$5.95

Flowers of Fire: Twentieth-Century Korean Stories, edited by Peter H. Lee. To illustrate the progression of Korean literary thought during the first half of the Twentieth Century, Lee has selected 21 stories, 16 presented in this volume for the first time in new English translations. Most represent the literary outpouring of the post-liberation years, especially those after the Korean war. The collection as a whole gives a vivid impression of the diversity of Korean fiction in this important stage of the country's history.

ISBN 0-8248-0302-7 LC 73-90853
486 pages (5½ × 8½) \$12.00

Research in Agricultural Meteorology of Japan, edited by Yoshiaki Mihara. This volume, commemorating the 30th anniversary of the Society of Agricultural Meteorology of Japan, presents the results of research done since 1942. It is presented in condensed narrative style and shows briefly the progress achieved in agricultural meteorology in Japan. Co-published as an *East-West Center Book* with the University of Tokyo Press, the book makes the research accessible to specialists in English-speaking countries.

ISBN 0-8248-0337-X LC 74-78859
216 pages (7 × 10) \$20.00

Computations of Surface Layer Air Parcel Trajectories, and Weather, in the Oceanic Tropics, by Adrian H. Gordon and Ronald C. Taylor. This is the seventh monograph in the series resulting from the International Indian Ocean Expedition (1960-65), which involved scientific staffs and equipment of some 25 countries, 44 research vessels and numerous airborne data-collecting devices and satellites. The expedition was jointly sponsored by the Scientific Committee on Ocean Research of the International Council of Scientific Unions and the Intergovernmental Oceanographic Commission of UNESCO.

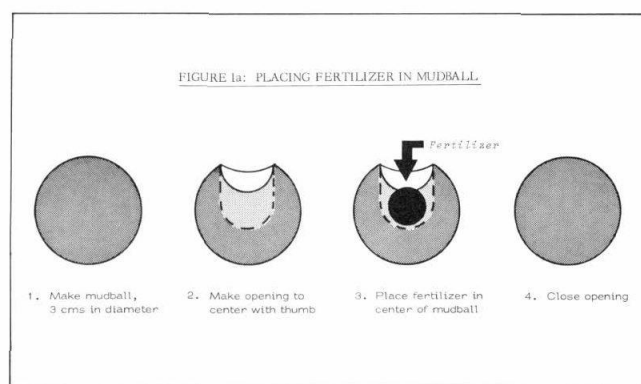
ISBN 0-8248-0253-5 LC 72-92065
112 pages (8½ × 11) \$14.00

Under Tight Supplies . . .

(Continued from page 4)

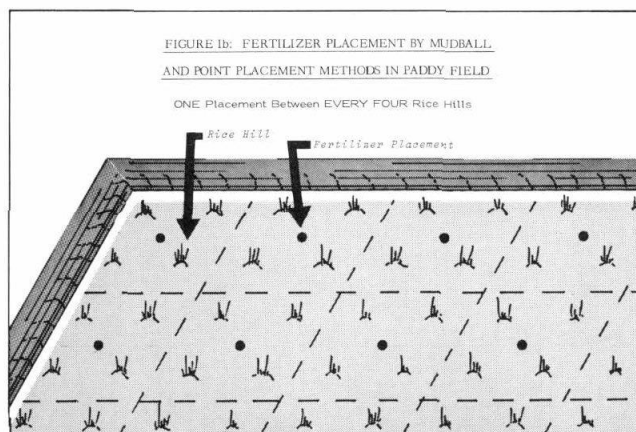
cepts was considered relevant. The concept of preferential allocation of fertilizer to areas with the highest potential for maximizing its use was recommended for voluntary adoption.

The Planning Meeting is just a beginning, the starting point from which action-oriented research can explore the various means of increasing food production. Annual review meetings have been built into the project to evaluate and consolidate research results and to formulate future strategies.



Undoubtedly, the program will undergo modifications—in scope, in approach, in direction.

But in essence, Project I.N.P.U.T.S. is a call for finding a breakthrough in the food-fertilizer dilemma that now confronts the world. □



One example of a field trial attempting to determine optimum placement and amount of fertilizer under flooding conditions involves hand making fertilizer-charged mud balls and strategically placing them in the rice paddy.

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Participants of the Museum Management Project of the East-West Culture Learning Institute's Pacific Culture Centers program exhibited practical cooking utensils and fine art objects in a public showing entitled "Taste Before Eating." Ten Asians, a Pacific Islander and an American put on the display. At left, Takasy Chipen from Truk explains the use of coral food pounders to Mrs. Ruth Farrior, a member of the Friends of the East-West Center.



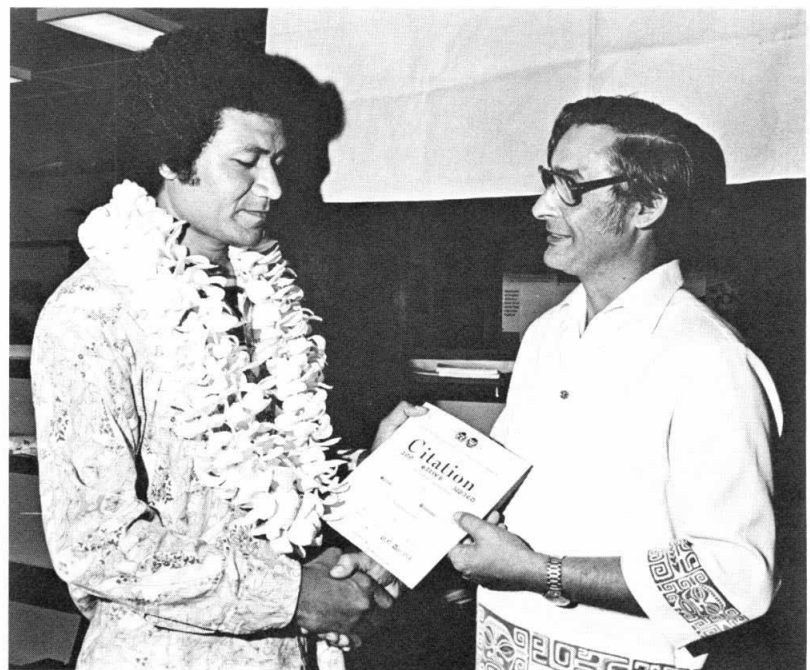
Participants in two East-West Food Institute Professional Development programs enjoyed an evening of Hawaiian cultural presentations at a luau sponsored by the Friends of the East-West Center at Windward Community College. Alexander & Baldwin, Inc. donated the funds and the students of a Hawaiian culture class at Windward produced the event. At left, Dr. Saleem Ahmed, East-West Food Institute researcher, exchanges notes with Zahari Bin Abdul Rashid, Deputy Director, National Institute of Public Administration, Kuala Lumpur, Malaysia, Mohammad Bin Ismail, Regional Agricultural Officer, State Department of Agriculture, Johor, Malaysia and James F. Morgan, Jr., Director of Diversified Agriculture, Sugar and Administrative Planning, Alexander & Baldwin, Inc.



Members of 19 Lions Clubs on Oahu celebrated International Services Day in October by hosting more than 250 East-West Center students at a reception and dinner in Jefferson Hall on the Center campus. Entertainment from several Pacific and Asian countries highlighted the evening's activities. (left) East-West Center Chancellor Everett Kleinjans, Miss Nasreen Elahi, president of the Center students association, chat with Rev. and Mrs. Hiro Higuchi, State District Lions Governor, during the evening's festivities.



Salesi Kautoke, an East-West Center degree student from Tonga, receives the First Annual Ann Salyer International Education Award from Ted Woodin, director of the University of Hawaii International Student Office (ISO). Kautoke, a bachelor's degree candidate in zoology, was cited for his outstanding work in developing visual aids for teaching world cultures in the secondary schools. He taught classes on Pacific cultures in Honolulu public schools as part of a joint East-West Center Open Grants Program-ISO community volunteer service project.



THE EAST-WEST CENTER is a national educational institution established in Hawaii by the United States Congress in 1960. Formally known as "The Center for Cultural and Technical Interchange Between East and West," the federally-funded Center is administered in cooperation with the University of Hawaii. Its mandated goal is "to promote better relations and understanding between the United States and the nations of Asia and the Pacific through cooperative study, training, and research."

Each year about 1,500 men and women from the United States and some 40 countries in the Asian/Pacific area exchange ideas and cultural insights in East-West Center programs. Working and studying with a multinational Center staff on problems of mutual East-West concern, participants include students, mainly at the postgraduate level; Senior Fellows and Fellows with research expertise and/or practical experience in such fields as government, business administration or communication; mid-career professionals in nondegree study and training programs at the teaching and management levels; and authorities invited for international conferences and seminars. These participants are supported by federal scholarships and grants, supplemented in some fields by contributions from Asian/Pacific governments and private foundations.

A fundamental aim of all East-West Center programs is to foster understanding and mutual respect among people from differing cultures working together in seeking solutions to common problems. The Center draws on the resources of U. S. mainland universities, and Asian/Pacific educational and governmental institutions as well as organizations in the multi-cultural State of Hawaii.

Center programs are conducted by the East-West Communication Institute, the East-West Culture Learning Institute, the East-West Food Institute, the East-West Population Institute, and the East-West Technology and Development Institute. Open Grants are awarded to provide scope for educational and research innovation.



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