English Graduation Thesis Awards

Armstrong Seminar

Students in this year's senior seminar produced solid research on a variety of interesting topics. Yuki Shirakawa examined the importance of media education in the 21st century with a focus on the curriculum of schools in Ontario, Canada, as well as national organizations that promote media awareness among young people and parents. Yuki discussed current problems among young people in relation to social media, in particular the problems of online bullying and sexting. Akari Fukuyama, on the other hand, wrote about the arrival of Starbucks in Japan and its influence on the country's established coffee service industry. She pointed out that while Starbucks' success can be attributed to its willingness to adapt to foreign markets, the company also succeeded in transforming both the market for coffee in Japan but also the country's modern coffee culture. Maki Kanamaru looked at the question of Canadian identity as reflected in the popular 2000 Molson "I Am Canadian" commercial. She argued that the TV commercial also known as "Joe's Rant" or just "the Rant" succeeded in tapping into Canadian

patriotism by rejecting American stereotypes of the country, affirming modern Canadian traditions (peace-keeping and multiculturalism, for example) and stoking Canadians' pride in their country's uniqueness. Hirotaka Nishimura looked at marketing to young people in the 21st century in the United States and Japan. Examining the consumption tendencies of America's millennials and Japan's "yutori generation," Hirotaka discussed successful marketing campaigns that appealed to the young generations' values and media preferences.

The 2017 Award for Best Graduation Thesis in English in my seminar goes to Mihori Umeda, who produced a thoroughly research essay on Asian stereotypes in American films. Mihori examined a number of films ranging from the early history of Hollywood to recent offerings on the silver screen. Her essay placed the depiction of Chinese and Japanese people in the context of immigration, socio-economic conflict and wartime propaganda as well as the debates around the concepts of orientalism and whitewashing. Mihori's hard work and wide-ranging documentation of the topic has justly earned her this year's prize. Congratulations to all the students in the seminar for producing work of high quality.