

# THE STANFORD UNIVERSITY-J. F. OBERLIN UNIVERSITY COMMEMORATIVE LECTURE SERIES

(共催: 桜美林大学大学院・国際学研究所)

## *Ninth Lecture* ***The Washoku Boom, at Home and Abroad***



### **Theodore Bestor**

**Professor of Social Anthropology, Harvard University**

**June 12, 2015 (Friday), 16:10–17:40**

**Sūteikan 6H, Machida Campus**

**(Lecture in English—Q&A may be in Japanese)**

How has *washoku* become such a popular part of the global scene? What does its global popularity mean for *washoku* in Japan? In this lecture Professor Bestor will examine several dimensions of the ways in which *washoku* has been promoted at the elite level, via UNESCO recognition in 2013 as an aspect of Global Intangible Cultural Heritage, and he will also look at how food promotion and marketing have created a particular identity for *washoku* as part of the daily diet.

*Theodore Bestor, Professor of Social Anthropology and Director of the Reischauer Institute of Japanese Studies at Harvard University, is currently a Fulbright senior scholar in Japan, where he is conducting research on washoku and its recognition by UNESCO. His book Tsukiji: The Fish Market at the Center of the World (California, 2004; Japanese translation: Kirakusha, 2007), an ethnographic study of the world's largest marketplace for seafood, illuminates the interaction between cultural patterns and institutional structures. He is the co-editor of Doing Fieldwork in Japan (Hawai'i, 2003, with Victoria Bestor and Patricia Steinhoff) and the Routledge of Handbook of Japanese Culture and Society (Routledge, 2011, with Victoria Lyon and Akiko Yamagata). He is working on a book tentatively entitled Global Sushi that will consider globalization via culinary fashions. Professor Bestor completed the full-time, intensive academic-year program at the Inter-University Center for Japanese Language Studies in 1975 and earned his Ph.D. in Anthropology from Stanford University in 1983. He has served as President of the Association for Asian Studies and as Chair of the Anthropology Department at Harvard.*

This lecture series was established under the auspices of an Agreement of Academic Cooperation between J. F. Oberlin University and Stanford University. Speakers are non-Japanese scholars who studied, earlier in their careers, at the Inter-University Center for Japanese Language Studies (IUC) or who are alumni or faculty of Stanford. The IUC, founded in 1963 and administered by Stanford University on behalf of sixteen U.S. and Canadian universities, is located in the Minato Mirai district of Yokohama.