

# TOKYO COLLEGE

共に考える未来 Shaping the Future Together



Lecture

Zoom  
Webinar

## Japanese as a Global Brand: Writing Japanese the European Way

This lecture explores the influence of the Japanese language on the global branding of Japan beyond its borders. It examines how the Japanese language is strategically employed to evoke distinct imagery, cultural significance, and authenticity. The session offers insights into the current landscape and future research directions of Japanese language as an important world language. Employing linguistic case studies from Germany and Hungary, the lecture highlights how Japanese writing elements are rephrased or combined with a product's identity and with design cues evoking Japaneseness. Creatively adapted in new contexts overseas, the Japanese language has become a strong branding tool in Europe.

Speaker

**Viktoria  
ESCHBACH-  
SZABO**

Visiting Professor,  
Tokyo College,  
Professor Emeritus,  
University of Tübingen



Commentator

**Michael FACIUS**

Associate Professor,  
Tokyo College



Moderator

**Hannah  
DAHLBERG-  
DODD**

Project Assistant Professor,  
Tokyo College



Organized by **Tokyo College, The University of Tokyo**

Language **English (Japanese interpretation)**

Contact **Tokyo College, The University of Tokyo Institutes for Advanced Study  
tokyo.college.event@tc.u-tokyo.ac.jp**

Pre-registration  
required

▶ Register  
here



東京大学に新しく設立された「東京カレッジ」。世界の第一線で活躍する研究者や知識人を招き、市民の皆さんと一緒に未来社会の様々な側面について考える場を作ります。

Tokyo College aims to generate new knowledge to contribute to the creation of an inclusive society and spark deeper public engagement with the University.



facebook



X



Mail Magazine

