

## COMPLETION REPORT

### **Re-imagining Taiwan within East Asia: the JAA Inflight Magazine "Asia Echo"(1976-2008)**

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This proposed research focuses on the company history of Japan Asia Airways and its inflight airline magazine, *Asia Echo*. *Asia Echo* that possesses its independent editing and interview team is such a rare case and thus worthy a detailed research on its topic choice, contents and touristic promotions. Unlike other inflight magazines that cover diverse regions and all routes around the world, *Asia Echo* concentrates almost exclusively on single Japan-Taiwan route for 33 years since January 1976. The *Asia Echo* editing team cooperated with the state tourism bureau, Airlines, Cultural Exchange Association and local governments to decide in advance the core themes of tourism promotions. In each issue, one main theme including one particular Japanese and Taiwanese site was chosen and then completed by the *Asia Echo* editing team. Therefore, it is extremely necessary for the researchers to conduct documental analysis on the varied topics of *Asia Echo*.

In the first half of the research period, the author has contacted several possible libraries and institutes to inquiry about their collection of *Asia Echo*. However, after one year communicating and cooperating with Japan Airline and other possible resources, this researcher is still incapable to have access to the complete collection of back issues of *Asia Echo*. Due to JAA's merge to Japan Airline in 2008, the Taipei branch no longer holds all *Asia Echo* collection. In order to collect other back issues no longer held by the company, this researcher has conducted a research trip to Tokyo during the period of July 23-27, 2017, and obtained the additional 11 copies of back issues from the National Diet Library (Japan). During the research period, this researcher has collected 226 back issues of *Asia Echo* collected from both the Taipei branch of Japan Airline, the National diet library (JAPAN), there is still 11 back issues missing. During the time staying in Tokyo, the author also collected the company history of JAA and the news report concerning on JAA's history. Also, taking advantage of the resourceful Japanese database relevant to Japan Asia Airways, this researcher has discovered several topics intriguing and worthy for further research, including the Chinese/Taiwanese food in Japanese promotions, the Taiwan trips of Manga writers (Cartoonists) and the 7-time changing uniforms of JAA flight attendants.

In the second half of the research period, this author has digitalized the back issues that already collected from Tokyo and Taiwan. Thanks to the digitalized files, the author is capable to trace the transformation of the JAA's idea of Taiwanese culture as well as the Japan-Taiwan relationship. The special themes in the magazine reveals the both major and subtle policy change of government and the airline company. For example, the special issues of "JAA 30 year" has recorded varied designs of the JAA uniforms of female flight attendants. The first version of uniform, the China dress style, was designed to promote the images of the JAA that bridges Japan and the Republic of China (ROC). The following uniform design changes in the back issues also reveal the JAA's strong motivation to promote the company as the international airline that used to promoted itself as the Japan-Taiwan exclusive, or the regional (East Asia).

Therefore, this author focuses on the research of changing uniform styles of the JAA flight attendants. The research concerning on JAA's 7-time changing uniforms is completed and soon to be published by the University Press of National Chung Hsing University this coming autumn, entitled as "New Uniform of Asia: JAA's Changing Uniform Designs and the Imaginaries of Taiwan and the South." In this article, this author argues the Japanese imaginaries about the south as well as Taiwan continues to function in postwar Taiwan and help to construct the Taiwan's touristic images. From China dress style to the southern orchid design on the JAA uniforms, changing uniform styles of JAA flight attendants indeed reflect the major transformations of JAA's promotion strategies and the company's intentions behind. Its changing uniforms also indicate JAA's ambitions to bring the airline company to fly outside Taiwan as well as East Asia, and to transcend from a regional airline into an international carrier. The tendency can be seen from its last uniform change lays no emphasis on either the South nor on Taiwan anymore but concentrates exclusively on its international-ness.

Publication of the Results of Research Project:

<p>Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)</p> <p>N/A</p>
<p>Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)</p> <p>CHEN, CHIENYUAN. 2018. New Uniform of Asia: JAA's Changing Uniform Design and the Imaginaries of Taiwan and the South. In <i>Refocusing on Photos and Images of East Asia</i>, Taichung : University Press of University of National Chung Hsing University. (accepted, written in Chinese)</p>
<p>Book (Publisher and Date of the Book, Title and Author of the Book, etc.)</p> <p>N/A</p>