

韓国とアメリカの国民が思う各国に対するイメージ

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1. はじめに

韓国とアメリカの関係は他の国に比べてもっと厚い関係だと思う。韓国戦争の苦しい経験は韓国人にとって特別である。戦争に参加して韓国を共産主義から救った英雄の国だからである。特に韓国戦争を経験した世代はアメリカに対する信頼は絶対的だと言える。これとは反対に若い世代は違う考えを持っている。最近駐屯しているアメリカ軍が起こった問題とか輸入されたアメリカ牛肉に対するろうそく集会を見れば世代別に考えの差が見られる。若い世代はアメリカという国に対しては反感を持っているがアメリカの文化とか商品に対しては誰よりも熱狂的である。スターバックスは若い人達のアジトのように利用されているし、ハリウッド映画が開封同時にたくさんの人気を集める。また全世代はアメリカ製品は優秀だというイメージを持っていて愛用している。このように韓国人はアメリカの文化や商品などにはいいイメージだが、アメリカという国に対しては世代別に違う。これから韓国人の世代別に思うアメリカのイメージと共にアメリカ人が思う韓国のイメージを調べて見る。

2. 韓国人が思うアメリカのイメージ

韓国戦争を経験した世代と若い世代間のアメリカへのイメージは違う。駐韓米軍と輸入されたアメリカ牛乳の問題を通じて世代別にどう思っているか比べる。

1) 駐韓米軍に起こる事件事故

韓国戦争の後、アメリカ軍は北朝鮮から韓国を守ってくれて国民たちはありがたく思っている。世代を問わず駐韓米軍に対して悪いイメージは持ってないと思う。しかし、駐韓米軍が起こる事件事故について彼らの態度が問題である。2002年の時アメリカ軍の訓練中装甲車にぶつかって死ぬ事故があった。その時、訓練中で起こった事故だから過ちはないと言いながら謝ることさえしなかった。この事件で反米感情が深くなるきっかけになった。若い世代はろうそく集会を開いて敏感に反応したが韓国戦争を経験した世代は大目に見て深刻に思わなかった。彼らは駐韓米軍のおかげで韓半島に平和が守っているからこんな事件事故はあまり重要な問題ではないと思う。この世代はアメリカを信じすぎる傾向があって若い世代との思い違いが大きい。

2) 輸入されたアメリカ牛肉の問題

昨年アメリカから輸入された牛肉で韓国は大騒ぎになった。狂牛病に感染される可能性が高い牛肉が輸入されることになった。韓国政府の対応策が大きい問題でしたがこの反感は韓国現政府だけではなくアメリカにも影響を与えた。アメリカ国民さえ食べない牛肉を韓国へ輸出することは韓国人は理解できなかった。これは韓国を無視する行動だと思うしかなかった。そのため、アメリカのイメージは悪くなった。今まで見られなかったろうそ

く集会を通じて悪いイメージは反米感情に変わった。今までアメリカの行動に寛大だった戦争世代さえ反米感情を持つきっかけになった。

3. アメリカ人が思う韓国のイメージ

1) インターネットで行われた設問調査を通じて見たイメージ

設問調査の内容は ①韓国と言われたら思い出すこと であつた。

②韓国・韓国人への好み

③韓国の評価

要約すると50%以上のアメリカ人は韓国と言われる時韓国戦争が思い出すと答えた。私は88年開かれたソウルオリンピックと2002年のワールドカップで韓国へのイメージがよくなったと思ったが実際にはまだ戦争中という悪いイメージが残っているようである。でも最近韓国企業の海外進出成功で韓国の好みが増えていることが分かれた。またアメリカで活動しているスポーツ選手や芸術家を通じて韓国が知らせている。このおかげで韓国に対してアメリカ人の評価はこれからいいイメージに変わっているとと言える。しかし日本・中国と比べて韓国に対して分からないと答えた人も多かつた。それで国に対して感じる親密感も日本・中国より劣つた。

2) 映画に映っている韓国のイメージ

映画は大衆の意識世界の影響を及ぼせるメディアである。大衆は映画を通じて無意識的に現われたイメージを受け取る。今までハリウッド映画で現われた韓国のイメージは設問調査のように悪いイメージが強かつた。映画では韓国はまだ戦争中の国としてもしくは北朝鮮と同じ国で現した。それで、大体に貧しい生活で苦しんでいる姿であつた。しかし、最近封切りされたハリウッド映画で韓国に関したいいイメージが出て注目を浴びている。映画で主人公が使う品物で韓国企業のもので出たり、主人公を手伝う役割として韓国人がでたりする。特に“YES MAN”という映画では主人公が韓国語を習って韓国語で話すシーンも出た。以前には想像さえ出来ないことである。これはUN事務総長として韓国人が選ばれるなど世界で韓国の地位変化の影響ではないかと思う。

4. おわりに

各国に対して国民が持っているイメージはまったく違う。韓国人は世代別にちょっと違いはあるけど全般的に見ればアメリカに対してはまだ悪いイメージ、すなわち反米感情が深いと思う。反米感情は今韓国だけではなく全世界で広がっていてアメリカにとっては深刻な問題になっている。しかし、こんな反米イメージは今の状況を表すことだけである。韓国でこんなアメリカのイメージが定着されないように新しい政策が要求される。アメリカ人が思う韓国のイメージもいいとは言えない。まだ韓国という国に対して分からない人もいるし、韓国についてわかっているけど悪いイメージ（韓国戦争など）を持っている人が多い。アメリカだけではなく西洋の国々は日本・中国より韓国に対してあまり分からない。これは旅行する時、“あなたが韓国人ですか”という質問をもらったことがない経験でもよく分かる部分である。韓国はアメリカ人にとってアジアの国で一つだけである。ちょ

っと衝撃だがこんな現実を認めるしかない。アメリカで韓国という国を知らせることが優先でまたいいイメージを築いて行く方法を模索しなければならないと思う。井の中の蛙としての韓国は世界時代にはいないからである。

Image of America in China

Wei Fan

(A Part of this paper was from the presentation in Wellesley College, during the Support Program for Improving Graduate School Education academic trip.)

I. Introduction

The key of image of a country is its reputation. The country governments do care about their country images is because other countries and their people will judge her future base on this. on one side, in the country-to-country conflicts ,a good reputation can overawe the enemy. on the other side, in the country-to-country cooperation is very similar like the Prisoner's dilemma, trust is so important that countries always work hard to build their images. Also Eugene D. Jaffe and Israel D.Nebenzahl have wrote a book called *National Image & Competitive Advantage: The Theory and Practice of Place Branding* to tell the relations between country images and brand building, *Consumer Behavior in International Market*.

There are rarely similar points between America and china, but America is absolutely one of the countries which have affected China history most. And we can say today America maybe the foreign country have the biggest influence power to China.

How does the one of the biggest countries of the world – America, shows up in another one of the biggest countries of the world --China? How do the Chinese people think about America thought their oriental value? What images of the United States are held by the Chinese public?

There are several America study center in china: The Institute of American Studies (IAS) of Chinese Academy of Social Sciences (CASS),which publish *AMERICAN STUDIES QUARTERLY*. And another one is The Center for American Studies (CAS) in Fudan University.

Compared with the many study about the Image of China in America, image of America in China study in china is very few and rarely about nowadays, For example, only *Beautiful Imperialist: China Perceives America, 1972-1990* is ,but written by an American. The other books written by Chinese like *Chinese's view of the United States: A Historical Survey*¹, *Chinese intellectuals view the United States (1943 —1953)*², are all about the past old time. Most of the studies are taken by the governmental political study situations.

¹ Yang Yusheng, 杨玉圣: 《中国人的美国观:一个历史的考察》, 复旦大学出版社, 1996 年版

² Zhang Ji-Sun 张济顺: 《中国知识分子的美国观(1943 -1953) 》, 复旦大学出版社,1999 年版

II. Image of America in China has three characteristics:

Because of the particularity of United States, the history, the nations ,the culture and politic system, and because of the particularity of China-US relationship, the image of America in China also different with any other countries. Take a general view on all aspects of this, we can see some characteristics.

- It formed according to indirect experience more than direct experience.
- It is complex, like a mixture of two sides.
- It changes during the long history.

III. Indirect experience more than direct experience

Although the first contact between the post-revolutionary Americans and the Chinese occurred during the voyage of the trader ship *Empress of China*, which arrived at Canton in 1784. Most Chinese know about America according to indirect experience not direct experience, even today.

1. Causation:

First we can think it dues to the geographical conditions. To across the Pacific Ocean is too difficult in poor condition of science and technology. So the first American who managed to come over to China was a businessman in 1784. Whatever happened beyond the Pacific Ocean in 18th century, China Qing Dynasty knew nothing about America. But although today, the time difference, which is hard to get over, made the communication between these two countries still not easy.

Except the time difference, the information technology is reducing the distance impediment, therefore humanities' factor highlights. The two countries have very different history and value, and the difference of social formation Language difference is also a great gulf fixed, which removed the majority of social people in the lower education level. Also the politic condition is not well. Chinese people were not allowed to visit America for sightseeing tour until 17th June, 2008. Even after that time, only group tour is allowed. As a result by indirect experience was the only way that most people to know about America.

2. Form : People communication & Things-communication

Compare the indirect experience with direct experience (base on experience of myself and interviews to friends)

If assort the China-U.S. communication by form, it will be people communication and

things-communication.

People communication begins very early and brings out things-communication. As mentioned, 1st American who came to China in 1784 was a businessman. The Americans who came to China in the early time included three kinds: merchant, foreign minister and the missionary.

And on the other side many of the students return from America became the experts or the political leaders who did affect China a lot, and at the same time introduced America to Chinese people indirectly but deeply. For example, I am very afraid but it is true that know nothing about Wellesley College till I know that Soong Mei-ling' graduated from here. I was very surprised and inferred it must be an amazing and great school because she really affected china deeply.

In 18century the earliest Chinese book mentioned America, nowadays American movies, pop music, international companies, and mass media effect china.

The things-communication is wide. Globalization brought with it a marked increase in opportunities for Chinese people to know American culture. Compared with the period before China's reform and opening-up. This led to an ongoing process of blending between traditional Chinese and Western culture, centered on American culture, and the Chinese public, and particularly young people, have willingly absorbed imported American culture. The American diet, including Coca-Cola, Kentucky Fried Chicken and MacDonal'd's hamburgers, steadily increased its market as it caught on with youth, an indication of the strength of the U.S. food industry in the Chinese market.

In the sales rankings for 2002 released by the Restaurant Association of China, only one Chinese restaurant made the top 10 list, with the remaining nine held by five Kentucky Fried Chicken outlets, three MacDonal'd's outlets, and one pizza restaurant.

In the area of culture, roughly half of the foreign films and animated cartoon films for television programs authorized by the Chinese government for airing in China were made by American companies. Thus, American culture has won overwhelming support in China in a broad range of areas, including business, academic research, movies and music.

And what I want to accentuate is that English language and literature study is really an important way which spread the America culture widely.

The Chinese students are required to study English form elementary school or middle school. Especially in the famous universities of China, like Peking University, Tsinghua University and our Fudan University, and so on, more than half student will go on master program oversea, and most of them choose America. As a result almost every university student knows GRE and GMAT test.

At the same time, in order to study language they watch America media, there is VOA (Voice of America) in the old days, and nowadays American dramas became a boom. Almost everyone knows [Prison Break], even person like me who rarely watch US drama know the names like [24 hours], [Heroes], [Desperate Housewives] from friends chat.

3. Influence

As a result of the limit channel's condition, the indirect contact effect direct contact the image of America in China much more than indirect contact.

First, the image build up with indirect experience will be much more easy to turn to be one-sided, very simply, easily to be changed by external agency.

Next, this results that indirect experience's main channel - - Chinese mass media have decisiveness effect to Image of America. And there is a research in 2005 by [China Global Times] shows that the mass media has the biggest influence in creating American images in China. 62.7% of china citizens know America by mass media, 20.7% by movie, and 3.7% by direct communication.

To see further, the Chinese view to America can be deeply changed by mass media and always with emotionalism. The large crowd demonstrated happened when May 8th 1999 the Chinese Embassy in Yugoslavia was bombed by NATO can prove this.

Although the situation is changing while the internet and mechanics, and changing by the Chinese people's raising English proficiency, the Chinese can obtain direct information about America easier and easier. This situation will keep exist until the direct communication widespread.

IV. Complex , like a mixture of two sides

The images of America held by Chinese people are complex and ambivalent, involving two contradictory vectors of friendliness and animosity.

1. Meaning of "two sides" (base on the date of a questionnaire research)

Within China, there is a love-hate attitude towards the United States.

On one hand, American consumerism and culture are seen as stylish. The plus side begins from very early. The translation of the word "America" is "美国", ""国""means "country", ""美""means "beauty, nice" in Chinese.

At the same time, there is resentment of American intervention into other nations' affairs, combined with a fear of American power. On national security issues, Chinese people cannot wipe away concerns about America.

In Jun. 2002 《Youth Studies》 (published by Chinese youth Politics Institute), an article³ used the interview investigation to inspect the American image in China university students. As a result of the interview of more than one hundred students of 8 universities in 3 different cities, it is very clear that especially in China youth's mind, the image of America and the division of love-hate attitude is more obvious. The anti-US sentiment, mainly aims at US's foreign policy, particularly US's policy toward China. The university student to the US the appreciation and yearned for that mainly aims at US's domestic environment and value.

At the beginning of the Reform and opening-up policy in China, to the Chinese university students who have been restrained many years, the West wealthy material life, the free life style, the democracy political system was so attract, and worships US has become a boom for a while. Clothing and hairstyle, Sartre philosophic thinking, democracy, successively became popular in campus. In Tiananmen Incident (1989), they set up a Statue of Liberty in the Tiananmen Square can be seemed as an expression of this.

In the other side, books like 《China Can Say No》 caused a university campus surging. When American President Clinton visited Beijing University in 1998, a student did severe interrogation. People may think this scene is only the minority university student in the special occasion words and deed, but when May 8th 1999 the Chinese Embassy in Yugoslavia was bombed by NATO, tens of thousands of Chinese university students went to the US Embassy and consulates, expressed their anger with stones and ink bottles. And more anti-American demonstrations followed *Hainan Island incident* -- a collision between U.S. - Chinese military planes.

These two kinds diametrically opposed manner, not only exists in the university student community, but also frequently exists in each one concrete university student.

Compared with the past ,this kind of “two sides U.S.” view is a kind of progress. It shows that today's Chinese people see U.S. much maturely and more rational.

V. The image changes during the long history

From deferential aboriginal tribesman to a great country of Stars and Stripes, from infinitely adoration for George Washington to the construction of American political Utopian blueprint, from the racial conflict in Lin Shu's translation of 《Uncle Tom's Cabin》 to Chinese laborers' misery in the new continent, there has been no clear and exact definition of the image of America in Chinese view.

³陈生洛 《两个美国: 中国大学生的美国观》 《青年研究》 2002 年第6 期

In 1993, which is a time when there were very few dramas which were chosen very carefully. There was a very popular TV drama called [A Native of Beijing in New York] While many years later somebody produced a TV drama called 《A Native of Shanghai in Tokyo》, but which has much less effect in public. Beside this two, there is almost no other Native Chinese in Foreign city story known by people.

1. The image in different time periods

Briefly examine the changes in the Chinese public's images of the United States.

The outbreak of the Pacific War gave Chinese people a strong “comrades-in-arms” image of the America. Even immediately before the establishment of the People's Republic of China, there were high expectations of the United States.

However, with the establishment of the People's Republic of China, and in particular with the direct engagement between the United States and China in the Korean War, the United States became “the American imperialists” and the U.S. government became “the first target to be defeated.” With this, China entered into a period of confrontation with the United States.

In the 1970s, when U.S. President Richard Nixon visited China and the Sino-American rapprochement was achieved, the United States became a friend.

2. Several occurrence

First contact between the post-revolutionary Americans and the Chinese occurred during the voyage of the trader ship Empress of China, which arrived at Canton in 1784. The result was the considerable exportation of specie, ginseng, and furs to China, not to mention the much larger influx of teas, cottons, silks, lacquerware, porcelains, and furniture to the United States.

The end of the First Opium War in 1842 led to the Anglo-Chinese Treaty of Nanking, which forced open many Chinese ports to foreign trade. After China's defeat in the Second Opium War, the Xianfeng emperor fled Beijing and the Treaty of Tianjin was ratified by his brother, Yixin, the Prince Gong, in the Convention of Peking on October 18, 1860. This treaty stipulated, among other things, that along with Britain, France, and Russia, the United States would have the right to station legations in Beijing (a closed city at the time).

Chinese Exclusion Act

During the California Gold Rush and the construction of the Transcontinental Railroad, large numbers of Chinese emigrated to America. After being forcibly driven from the mines, most Chinese settled in China Towns of cities such as San Francisco, and took up low end wage labor

such as restaurant work and laundry. With the post Civil War economy in decline by the 1870s, anti-Chinese animosity became politicized by labor leader and Party, whom blamed Chinese "coolies" for depressed wage levels. In the first significant restriction on free immigration in U.S. history, the United States Congress passed the Chinese Exclusion Act in 1882.

The outbreak of the Second Sino-Japanese War in 1937 saw aid flow into the Republic of China (ROC, which was led by Chiang Kai-shek) from the United States. Since the Second Sino-Japanese War was undeclared, Roosevelt denied that a state of war existed in China and proceeded to send aid to Chiang.

For 30 years after its founding, the United States did not formally recognize the People's Republic of China (PRC). Instead, it maintained diplomatic relations with the Republic of China government on Taiwan, and recognized the ROC as the sole legitimate government of all China. The new PRC Government was hostile to this official American presence, and all U.S. personnel were withdrawn from the mainland in early 1950. And even worse because of the Korean War, Vietnam War, The United States continued to work to prevent the PRC from taking China's seat in the UN and encouraged its allies not to deal with the PRC. Despite this official non-recognition, beginning in 1954 and continuing until 1970.

U.S.-China relations since normalization

In the Joint Communiqué on the Establishment of Diplomatic Relations dated January 1, 1979, the United States transferred diplomatic recognition from Taipei to Beijing.

There was a meeting between Deng Xiaoping and Zbigniew Brzezinski in 1979. PRC have initiated hundreds of joint research projects and cooperative programs under the Agreement on Cooperation in Science and Technology, the largest bilateral program. As a consequence of high-level and working-level contacts initiated in 1980, U.S. dialogue with the PRC broadened to cover a wide range of issues, including global and regional strategic problems, political-military questions, including arms control, UN and other multilateral organization affairs, and international narcotics matters.

after Tian'anmen, Relations between the U.S. and the PRC were severely strained for a time by the NATO Bombing of the Chinese embassy in Belgrade in May 1999, accredited to an intelligence error but which some Chinese believed to be deliberate. By the end of 1999, relations began to gradually improve. In October 1999, the two sides reached agreement on humanitarian payments for families of those who died and those who were injured as well as payments for damages to respective diplomatic properties in Belgrade and China. In April 2001, a U.S. EP-3 reconnaissance aircraft, flying south of the PRC, collided with a PRC J-8 fighter jet in what became known as the Hainan Island incident. It was widely believed that the EP-3 recon aircraft was conducting a spying mission on the Chinese Armed Forces before the collision.

3. Case study: America image in Chinese history textbooks

Zhao Mei has done a research on America's Image in Chinese High School History Text books⁴: A Survey since the Late Qing Dynasty. Based on a review of Chinese high school history text books from 1902 to 2003, together with their curriculum standards and syllabuses, she analyzes and categorizes the content and views in the instruction of world history, particularly American history. According to examining how the image of America changed in the text books since the late Qing period, the study shows that the description of American history underwent remarkable changes with the time. New materials were added and historical issues were reinterpreted in different periods. Nevertheless, some topics remained unchanged in American history teaching, such as the War of Independence, American Constitution, the Civil War, and FDR's New Deal. The author holds that text books are products from collaborative academic research. The change of America's image and the different interpretations of American history reflect the evolution of American studies in China and Chinese understanding of the country in the last century.

VI. Conclusion

The Chinese image about America has been at some kind of ambiguous condition. In most time, the Chinese does not regard America throughout with UK, France and Germany, the absolute hostile strengths, but certainly, the American has not been treated as a genuine friend. American image's ambiguous and contradictory must trace to the Chinese imaginable mold in modern time. In a sense, in the Chinese eye "America" is actually unceasingly molded and revised by the Chinese spontaneously, not genuine America itself. This point also precisely constituted all sorts of dislocations and the misunderstanding in China and America cultural exchange process.

And indeed, for Chinese, images of the United States in the 1980s were in fact a "mirror image" of our own society. In other words, many Chinese tried to "give China renewed inspiration" by reflecting an "Ailing China" in the mirror of the United States.

If we include the image of America in China before the reform and opening-up policy simply, it is "the imperialism America" view. And we can call it "the free democracy America" view at the beginning of the reform and opening-up policy. For these days, we can call it "two sides America" view. Compared with the past, this kind of "two sides U.S." view is a kind of progress. It shows that today's Chinese people see U.S. much more maturely and more rationally.

First, today's Chinese have initially got rid of the either-or ideological mode (either black or white,

⁴赵梅,清末以来中国中学历史教科书中的美国形象

either right or false, either enemy or friend), which has ruled the Chinese's brains for a long time. The view starts to penetrate into the different domain, gives the different appraisal to the different domain. Because past "the imperialism" view and "the free democracy" view's biggest malpractice is that it only allows one kind of appraisal, with simplification and extremeness. The "two sides America" view is more complete, is more comprehensive, more close to the reality of America.

Second, today's Chinese America view has been more concrete, a more comprehensive understanding. In "the imperialism America" view, the image is mainly an invader, in "the free democracy America" view, the first performance is the Statue of Liberty. In "two sides America" view, US's image must be much more colorful. And today's Chinese has the understanding nearly about all the American society's aspects. Much more attention and understanding about the details.

In November 4, 2008 《China Southern Weekly》, a journalist wrote a report named [Actually how many journalist are there reporting the American presidential election] it says he received an email from an official of the US foreign country reporter center Department, then find 14 Chinese reporter's and the media's name in the cc list. Not only the main media of china, but also the regional media and researchers are there, though reporter in us are not require to register unless need help. He can only infer that at least 14 Chinese reporters are covering the American presidential election. This shows today the China public great interesting to America.

アメリカの東アジア観・世界観 地球主義と覇権を考える

The US Views on East Asia and the World: Regionalism and Hegemony

平成20年度大学教育改革支援プログラム

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