

KYOKO KOMA

LIST OF PUBLICATIONS / PUBLIKACIJŲ SĄRAŠAS
(2001-2010, as of 2010/08/07)

Doctoral thesis in « Language and Culture» (Osaka University (Japan))2006. 3.

Representations of the Japanese Fashion Designers in France and Japan –Through the Discourse Analysis of the French and Japanese Newspapers(1981-1992)

DEA 's thesis in « discours, pouvoir, société » (Paris XII University(France))2004. 10.

Mode et stéréotypes interculturels –le cas des articles consacrés aux couturiers japonais dans *Le Figaro* et *Libération* (1981-1992)

Master's thesis in« Language and Culture » (Osaka University (Japan)) 2001. 3.

Etude des significations concernant la marque « Louis Vuitton » en France et au Japon

Monograph

『日仏における日本人デザイナーの表象—日仏新聞記事の言説分析を通して (1981–1992)』
(Representations of the Japanese Fashion Designers in France and Japan –Through the Discourse Analysis of the French and Japanese Newspapers (1981-1992), Kaunas: Vytautas Magnus University, 2009.

Papers

« Mechanism of the Formation of the Fashion in Articles of Current Fashion Magazines » in *Journal of Language and Culture II*, Society for the study Language and Culture, Osaka, Osaka University, 2002.3. pp.47-63.

« Study on Functions of the Figure Constructing et Communicating the Fashion in French and Japanese Medias » in *Method of the rhetoric studies*, Cooperative Project of Language and Culture 2002 of Osaka University, Osaka, Osaka University, 2003.4. pp.41-48.

« Consumption of the Images Concerning the Japanese Fashion in the French Newspapers-Through the Notion « Ethos » in *the Discourse Analysis» in Structure and Formation of the Culture of Consumption in our society-* Cooperative Project of Language and Culture 2002 of Osaka University, Osaka, Osaka University, 2003.4.pp.7-19.

« *ELLE FRANCE* and *ELLE JAPON*-Argumentation, Ethos of the Authority and Anonymity » in *Representation and CultureI-* Cooperative Project of Language and Culture 2003 of Osaka University, Osaka, Osaka University, 2004.5.pp.65-74.

«The Possibilities of the French Discourse Analysis in the Media studies» in *Representation and Culture II-* Cooperative Project of Language and Culture 2003 of Osaka University, Osaka, Osaka University, .2005.5pp.67-76.

«Presupposition, Hearsay, Stereotype-Representations of the Japanese Fashion Designers in the Japanese Newspapers » in *Representation and CultureIII-* Cooperative Project of Language and Culture 2005 of Osaka University, Osaka, Osaka University, .2006.5. pp.71-80.

«Les stéréotypes liés au Japon et leurs fonctions logique, pathétique et éthique dans le discours sur la mode japonaise des médias français.» in *Acta Orientalia Vilnensia*, Vilnius (Lithuania), Vilnius

University, 2006. 5. pp. 23-35.

«Les stéréotypes interculturels utilisés dans les titres des médias-Le cas des articles sur les couturiers japonais dans des quotidiens français» in abstracts of the 9th World Congress of the International Association for Semiotic Studies, Helsinki/Imatra, 11-17 June 2007, International Semiotics Institute at Imatra, Helsinki/Imatra 2007, pp, 227-228.

«Image of the Japanese Women in Lithuanian Newspapers in 1995, 2000, 2005» in the act of International Conference “Image of Japan in Europe” organized by Japanese studies centre of Vytautas Magnus University held on 2007 10 13, 2008. 5, pp.127-140

«Evolution of Traditionally Stereotyped Term «Geisha» in Contemporary French Newspapers» in *Contemporary Japan seen from European Perspective*, Kaunas, Lithuania, Vytautas Magnus University, 2009.5, pp.33-46.

«Mode et stéréotypes interculturels : Représentations des couturiers japonais figurant dans quelques quotidiens français (1981-1992) —approche par l’analyse du discours» in *Etudes francophone au Japon*, Tokyo, Société japonaise de didactique du français, 2009, pp. 124-132

«L’univers «Japon» romanesque en tant que scénographie construit par les stéréotypes dans Stupeur et Tremblement d’Amélie Nothomb» in *Literatura* 2009 (4), Vilnius, Vilnius University, 2009. pp.73-83.

«Criticism about the aesthetic of French brands written by Kinuko Torigoe» in *Enseignement du français au Japon*, Tokyo, Société japonaise de didactique du français, 2009. 9, pp. 210-212

«Stereotype and Foreign Words—Xenism, Peregrinism, and Loan Words—The Case of the Apparition of the term “Kawaii” in Representative National French Newspapers», in *Japan as Images: Crossing Viewpoints of Europe and Japan—With the Aim of Accelerating the Comprehension of Japan*, Kaunas, Vytautas Magnus University, 2010, 3. pp. 51-63.

Joint publication

«Discourses Constructing and Communicating the Fashion-through the Analysis of the« New Look » of Christian Dior in Articles of the French and Japanese fashion magazines » in *Studia Semiotica* 23, Tokyo, Tokaidaigakusyupankai, 2003. 5 pp. 189-205.

«Stereotype as Argumentative Device» in *Semiotopos 1*, Tokyo, Keio university press. 2005. 5. pp. 167-181.

«Rhetoric Constructing the Criticism» in *Semiotopos 4*, Tokyo, Keio university press. 2007. 5. pp.219-229.

«Mode» in *48 chapters for Comprehension of Contemporary French Culture*, Akashi Shoten, 2010. 9 (on printing)

Publications editing (participation as editor)

Act of the conference “Image of Japan in Europe” held at Japanese Studies centre of Vytautas Magnus University, 2008. 5. (subsidized by Toshiba International Foundation)

Contemporary Japan Seen from European Perspective, Kaunas, Vytautas Magnus University, 2009.5. (subsidized by Toshiba International Foundation)

“Japan as Images: Crossing Viewpoints of Europe and Japan—With the Aim of Accelerating the Comprehension of Japan, Kaunas, Vytautas Magnus University, 2010. 3. (subsidized by Japan Foundation)

Oral Presentations at congresses

- (1) « Mechanism of the Formation of the Fashion in Articles of Current Fashion Magazines (published in 1999) », at the Society for the study Language and Culture of Osaka University, 2001. 6.30. Japan
- (2) « Discourse and Images Constructing the Fashion—a Case of Louis Vuitton Appeared in Articles of the French and Japanese Fashion Magazines » (published between 1970-1996)- at the Kansai Branch of the Japanese Society of French Language and Literature, 2001 12.1. Japan
- (3) « Discourses Constructing and Communicating the Fashion—through the Analysis of the « New Look » of Christian Dior, at the Japanese Association for Semiotic Studies 2002, 5. 12. Japan
- (4) « Images of the Japanese Fashion Designers in the French Newspapers » at the Conference “Imaging Tradition” organized by the Oriental Center of Vilnius University, 2005.5. Lithuania
- (5) « Les stéréotypes interculturels utilisés dans les titres des médias—Le cas des articles sur les couturiers japonais dans des quotidiens français », at the 9th World Congress of the International Association for Semiotic Studies organized by International Semiotics Institut at Imatra, Helsinki/Imatra, 2007. 6. Finland.
- (6) « Images of Japanese Women in Lithuanian Newspapers in 1995, 2000, 2005 » in International Conference “Image of Japan in Europe” organized by Japanese studies centre of Vytautas Magnus University, 2007.10.13.Lithuania
- (7) « Evolution of Traditionally Stereotyped Term « geisha » in Contemporary French Newspapers » at International Conference “Tradition in Modernization from European Perspective“, Kaunas, Lithuania, Vytautas Magnus University, 2008. 11. 15. Lithuania
- (8) « Le rôle du “ New Look “ de Christian Dior dans la (re)formation de la modernité au lendemain de la seconde guerre mondiale » at “Huitième colloque de la Société française des études japonaises“, Lille, Lille 3 University, 2008. 12.18-20. France
- (9) « Images of Japanese Women in *Fear and Trembling* by Amélie Nothomb » at Tarptautinė mokslinė konferencija Populiariosios kultūros provokacijos, Kaunas, Faculty of Lithuanian Literature of Vytautas Magnus University, 2009. 5. 7-8. Lithuania
- (10) « Du xénisme au pérégrinisme : l'évolution du terme « kawaii » émergé dans les quotidiens français (1999-2008) » in Round Table “ Semiotics of Japan cool” at the 10th World Congress of the International Association for Semiotic Studies, 2009 9 22, Spain.
- (11) Stereotype and Foreign Words—Xenism, Peregrinism, and Loan Words—The Case of the Apparition of the term “Kawaii” in Representative National French Newspapers at International Conference “Japan as Images: Crossing Viewpoints of Europe and Japan—With the Aim of Accelerating the Comprehension of Japan held on 2009.10.15-16, Lithuania
- (12) Foreign Words as argumentative device, at 7th Conference of the International Society for the Study of Argumentation (ISSA) held on July 2, 2010, Netherlands