

VOICES From THE NEW YORKERS

Columbia University Memorializes Donald Keene
by Susan McCormac

The Western world knows Japanese literature largely because of Donald Keene. The Columbia scholar translated numerous works of Japanese literature, from classical to contemporary. He also edited anthologies and wrote books that highlighted the culture and traditions of Japan.



Born in Brooklyn in 1922, Keene entered Columbia College at age 16. He fell in love with *The Tale of Genji*. After serving as a Japanese translator and interpreter during World War II, he earned a Masters at Columbia and studied at Harvard and Cambridge. A Ford Foundation fellowship to study at Kyoto University opened his world to Japanese literature. There he befriended Kawabata Yasunari, Tanizaki Jun'ichirō and Mishima Yukio.

He died in Tokyo in February at the age of 96.

Columbia University held a memorial service for him on September 27. Keene's colleagues and former students gave emotional eulogies, giving great insight on Donald Keene the man: a voracious reader; a closet librarian; a lover of the finer things in life, notably opera; and the ultimate friend. His son, Seiki, also gave a heartfelt speech.

Kawabata, Tanizaki and Mishima are household names to readers of Japanese literature. We have Donald Keene to thank for that.

(Susan is the founder of JapanCultureNYC, an English-language website for all things Japanese in New York, and the co-host of The Big Root Podcast.)

THE JAPAN VOICE

COOL JAPAN from New Yorkers' Viewpoints

Speeches That Move People

Natsuyo Nobumoto Lipschutz Discusses Five Must-Know Rules



Natsuyo Nobumoto Lipschutz (front, fifth from the left holding bouquet) gave a lecture on speeches.

Four-time world champion of the all American speech contest in New York Natsuyo Nobumoto Lipschutz gave a lecture in Manhattan on September 20. Sixty people attended this event sponsored by Inspired Talk. Nobumoto was not the best at speeches originally. She attended a class from Toastmasters and practiced a seven-minute speech about 250 times to be able to time it perfectly.

In the lecture, she explained five rules to move your audience when giving a speech: 1) Choose only one thing you will convince the audience about. 2) Don't talk about yourself. 3) KISS (keep it simple, specific). 4) Sell them dreams, not products. 5) Don't focus on your success story.



Specifically, she explained to not put so much information in the speech but rather use all of it to guide the main message you want to send out. She also advised to put yourself in the audience's shoes and make it easy to understand. After her lecture, Nobuyo coached a participant through giving a speech, giving suggestions along the way. (Ryoichi Miura/Translated by Kanta Hakamata)

"Why don't you wear maguro (tuna)?" The 10,000 Smile Project From Japan



Tomokazu Murakami (42), a lecturer-entertainer who connects people with other people, came to New York from Sapporo, Hokkaido with a special project to make a connection to the world by approaching people with

a smile, saying, "Why don't you wear maguro (tuna)?" Mr. Murakami graduated from Hokkaido University of Education but didn't become a teacher. Instead, he worked at a ranch in the sub-prefecture of Tokachi; he also worked for a food company. Afterward in 2017, he established his own company which holds seminars and lectures. He also showed up on TV under the stage name "Maguro Tomokazu."

When he came to New York, he was initially rejected by people, but once they saw the sign, "I'm collecting smiles from all over the world" written on his suitcase, they were convinced. Some people wore a jacket with the character maguro (鮪) on it. One time, he stood in front of the theater that hosts the musical "Chicago," expecting an actor or actress to walk out from there.



Then, Lana Gordon who plays the main character, Verna Kelly, showed up. She wore the maguro jacket and posed in front of the signboard (pictured above). Maguro Tomokazu exclaimed with excitement, saying, "Wow, New Yorkers are very open minded!" (Ryoichi Miura/Translated by Satoshi Sueyoshi)



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