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Štúdie · Articles

- Kana or Kanji? Preferences in Orthographic Representation of Japanese Auxiliary Verbs..... 1
Ivona Barešová and Martin Schir

Abstract This paper explores orthographic preferences for writing Japanese auxiliary verbs. After an initial examination of the orthographic tendencies for selected verbs using the BCCWJ corpus and several books on the Japanese language, a small experiment was conducted investigating more closely the orthographic practices and motivations underlining the choice of script. The paper presents the findings of the analysis, offering an insight into the various considerations concerning orthographic choices in general and for writing the selected auxiliary verbs in particular.

Keywords Japanese auxiliary verbs · *kana*, *kanji*, script preferences, language guidelines

- Adapting Japanese Chrematonyms into Chinese from the Sociolinguistic Perspective: Strategies and Approaches..... 29
Martin Lavicka

Abstract For this study we analyzed more than one thousand Japanese company and brand names. We selected those available in China and analyzed the mode of adaptation into Chinese. We decided to utilize six different categories and seven subcategories to differentiate and evaluate the strategies various Japanese companies use to make their brand name more suitable and understandable for Chinese consumers. This article also discusses the specific nature of Chinese loanword strategies and the peculiarity of ideographic writing system, which makes it more difficult for foreign companies to understand the cultural and linguistic background behind it.

Keywords Japanese chrematonyms, Chinese graphemes · naming strategies, adaptation methods

A Chinese Comic Book and the Anti-schistosomiasis Campaign during the Cultural Revolution..... 51

Fan Ka-wai 范家偉

Abstract This paper focuses on a Chinese comic book named *The Frontline of Anti-schistosomiasis* published during the Cultural Revolution. The anti-schistosomiasis campaign was a nationwide public health campaign that started in the 1950s but was terminated during the early period of the Cultural Revolution. In 1970, the People's Republic of China revived this campaign, and it published during this period serve to fulfill the political aims and to promote the ideologies of the central government. The aims of this comic book were four-fold: (1) To regain Chairman Mao's authority and charisma; (2) To concurrently promote agricultural production and revolutionary work; (3) To criticize the Revisionism and political enemies; and (4) To promote the national policy of »preparing for war and famine«.

Keywords China, Chairman Mao, comic book · Schistosomiasis, ideology, public health · *The Frontline of Anti-schistosomiasis* (*Xuefang xianshang* 血防線上)

Slovak–Taiwanese Relations under »One China« Policy..... 75

Eunika Rejtová

Abstract The main task of this paper is to analyze the bilateral relations between Slovakia and Taiwan under different Slovak governments. Due to the space limitation, the emphasis is laid on the unofficial inter-parliamentary linkages and the influence of the »One China« policy that shows to be hindering the deeper development of dialogue between Taiwan and Slovakia, and at the same time unnecessarily reducing the potential offered by this collaboration.

Keywords Slovak Republic, Republic of China (Taiwan) · Slovak–Taiwanese relations, »One China« policy (*Yige Zhongguo zhengce* 一個中國政策)

Ma Yuan's Metafictional Games and the Subversion of the Literary
Political Discourse..... 99
František Reismüller

Abstract This article deals with the metafictional character of the works of Chinese avant-garde writer Ma Yuan 马原. It describes the background of Ma Yuan's writings and the shift of the focus from the background to other narrative elements that can be described as metafictional or metanarrative. The first part of the article introduces the basic theoretical definitions of meta-elements in fiction and applies them on specific cases in the works of the author. In the second part, the overall context of the literary-political status quo at the end of the 1970s and the beginning of 1980s in China is outlined and then the article deals with the potential subversive effect of the meta-elements in Ma Yuan's fiction within the literary discourse. The article reaches the conclusion that it is the disruption of literary codes and the transfer of creative power from the author to the reader that constitutes the essence of the subversion of Ma Yuan's works.

Keywords Chinese avant-garde literature · Ma Yuan 马原 (b. 1953) · metafiction, subversion

Tōchatā: An Analysis of a Thai Life-Prolonging Ritual..... 121
Jakratep Rampungkit

Abstract A life-prolonging ritual, *tōchatā*, is investigated and analyzed with the ritual analytic model. *Tōchatā* is a kind of misfortune expelling rituals, *sadōkhrō*. Despite its fringe position in Buddhist terms, it is a popular practice in Thailand. The ritual is performed by monks in Buddhist context mainly for magical purpose as a treatment of personal adversities. The results of the analysis show that the ritual establishes its own discourses by not only utilizing some Buddhist concepts but also bending it to serve personal needs. However, as a social practice the ritual emerges as a coping strategy, and makes some social exchange happen.

Keywords Thailand, Buddhism, Theravada · *tōchatā*, ritual, magic