FIELD-STUDY ON THE INTERACTIVE STIMULI BETWEEN GERMAN SPEAKING COUNTRIES AND A SECTION OF THE JAPANESE POPULATION

Luc Meskens

1. INTRODUCTION.

In the Japanese island culture copyrights for crucial cultural, political and social models, introduced from China and or via Korea have long expired, but not before paving the way for another ‘original’ expression of splendid isolation; and the American “way of life” veils an often by Westerners ill defined ‘Japanese society in search of identity’. Despite this, things German(1) peer around every corner or pop up in conversations as evidence of a cultural presence which extends far beyond the trivia of Schwarzwald cuckoo clocks, Swiss or Solingen knives or Tyrolian hat “souvenirs” in the homes of many an ordinary Japanese.

While excellent contributions by Kurt Meissner, Heinz Vianden, Klaus Luig or Marianne Rumpf surely do provide some insight into the genesis of the German-Japan relationship, and extensive data concerning bi-lateral cultural and economic exchanges (obtained through Embassies and international organisations) brush an accurate macro-picture of Gerano-Japanese relations, the need was felt to do some grass-roots research to try to measure how deep those “Germanic stimuli” have penetrated into the Japanese society, or in other terms:

1. How present are things German, at the end of this twentieth century, in both the professional and private lives of the Japanese people?
2. Does the presence of things German in Japanese society represent a mere memory of the past or have those residues of the past been enhanced, even overshadowed by a genuine new influx of German born incentives that are modestly contributing to shape modern Japanese society?
3. In the context of an often by the Japanese ill defined longing for “internationalisation”, how does the contribution of German speaking countries to the international and national development of Japan stand up against influxes from other major carriers of cultural, political and social models?

(1) The expression “THINGS GERMAN” refers essentially to the German speaking countries in Europe, mainly Germany, Austria and Switzerland. However, unless indicated specifically, the use of the term “German” refers principally to the Federal German Republic.
To lift a corner of the veil, we invited the group of 777 Shinshu university professors to participate in the present study, the results of which—although by no means representative of Japanese society as a whole—may modestly contribute to a deeper understanding of the real impact of things German on Japanese contemporary society. For the sample group—by nature more susceptible than many other socio-professional groups to direct and regular exposure to things and people foreign—sets a standard, which might be instrumental in conducting more thorough research of a larger cross-section of the Japanese population. The results may also enlighten our German speaking partners about the degree to which they ought to intensify—or revive—their presence in Japan and may provide some hints on the extent of the ongoing internationalisation process in Japan.

2. ANATOMY OF THE SAMPLE GROUP.

The study is based on an enquiry conducted in 1993 among the 777 Japanese professors of Shinshu National University in the central Nagano prefecture. 203 returned the 8 page questionnaire, 11 of which were ignored because the responses yielded insufficient data; this left 192 (or 24.7%) that met the research criteria. 49 years was the average age of the sample group, composed of 183 men and 9 women. The distribution of the sample group per faculty is shown in graph 1.

The ratio of participants per faculty compared to the total number of professors in each faculty is shown in graph 2:

This graph shows a rather equal participation rate in 7 of the 9 faculties (around 25%), with an excellent participation rate for the faculty of fiber (34%) and surprisingly low scores for the education (13%) and arts (10%) faculties.
PARTICIPATION RATE PER FACULTY
(Graph 2)

The length of the 8 page questionnaire, the many open questions (28 out of 109) and the busy time schedules of most professors as well as the absence of a certain number for reasons of assignments overseas or at other locations in Japan, seem to have been among the leading factors in the rather low reply rate.

However, the rather equal participation rate per faculty and the modest presence of professors of German (3 out of 18) qualifies the sample group to reliably represent a crosssection of the total group of Shinshu University professors, and hence to serve as a point of reference for other comparable national universities.

3. THE GROUP’S EXPOSURE TO THINGS GERMAN.

First exposure.

All of the 192 participants were at one time or another exposed to things German. 41% got their first exposure to things German before the age of 10, while 53% were exposed for the first time before age 15.

This first exposure to things German mainly occurred through two channels: personal experience and education.
1. Personal experience.

For 63% of the participants, personal experience triggered off contacts with the German speaking world: either by hearing of the Triple Alliance, WWII (35 polled), and Hitler, by listening to or reading German Fairy Tales (15), or through listening to classical music (11) or stories about Germany told by their fathers (6).

* Some isolated but striking answers:
- One participant first learned about Germany watching the T.V. drama “COMBAT.”
2. Education

37% of the participants clearly referred to school as their primary source of exposure, ranging from social studies in elementary school to high school and the compulsory university language curriculum.

Exposure through language acquisition.

Of the total sample 182 or 94.7% learned German as a foreign language, compared to 183 participants (95.3%), who learned English (of which 6 teach English related subjects). The polled group thus presents a respectable degree of theoretical multilingualism(1), as shown in graph 3.

Among the plethora of foreign languages learned, English and German lead the pack with French ranking a distant 3rd (graph 4).

Of those who learned German, 90% did so during their university years, while 9.89% started in high school and 3.3% got acquainted with it in a language school. 16.5% studied German for less than 2 years, 53.8% studied for 2 years, 10.4% for 3 years, and 13.2% studied for more than 3 years.

Asked about how they rate their German language skills, understanding and speaking ability got particularly low marks, while reading skills came somewhat closer to those for English. Overall participants would score considerably better in English than in German, although even the language of Shakespeare is subject to a fair degree of

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(1) Theoretical multilingualism stresses the fact that the mere learning of a foreign language does by no means constitute a guarantee for practical or operational foreign language skills.
legitimate modesty (graph 5).

The great majority (94.5%) learned German only in Japan, 4.4% went for additional study to Germany, 1.1% to Austria and 2.2% learned German through self-study.

4. HOW PRESENT ARE THINGS GERMAN IN TODAY’S JAPAN.

From the previous data, one might expect things German to have a good chance to play a fair, if not prominent role in the professional and private lives of the polled. Just how important this role is may become clear from the following.

1. Use of German language:
a) read German:

92 participants (or 48%) said they use German in their professional activities, of which 80 participants (or 41.5%) mentioned reading German books or magazines for professional reasons. 82.9% of them read less than 5 books or magazines a year, with 9 or (14%) reading more than 10 books or magazines a year. 15 participants (or almost 8%) of the total sample read German literature, 11 of which read less than 5 books a year; only the 3 professors of German read more than 20 books a year. 115 participants (or 59.9%), however, regularly read Japanese translations of German books or articles.

b) speak German:

122 (or 63.5%) participants stated they seldom or never use German as a communication tool with colleagues, while 9 (or 4.7%) use the language once in a while to very often. Some (30.4%) admit having occasionally or often used the German language in Japan as a means of image or prestige-building.

As shown in graph 6, a slightly larger portion of the sample may have a tendency to use the German language as a tool of non-communication both with colleagues (54.9%, of which 3.8% do this often or very often) and students (58.1%, no one doing this often or very often); although the sample group was not questioned in detail about the reasons behind this behaviour, the question anticipated stimuli ranging from the wish to establish, strengthen or confirm intellectual superiority, authority, to the need to obscure professional incompetence. More research in the field of the use of a foreign language as a tool of non-communication might be welcomed.

Finally, in the medical department, out of 52 participants 7 admitted having used German medical terminology once in a while to obscure transparency in the dialogue with the patient. This number is in reality suspected to be considerably higher, but the
extent to which doctors resort to such practices is very difficult to measure without further research involving the cooperation of patients.

2. German broadcasting programs and movies.

Of the total sample, 21.35% say they watch Germany's ZDF news reports on Japanese satellite TV regularly, although the early transmission time (04:30 a.m. & 07:15 a.m.) is considered "rather inconvenient"; 42% watch German movies; no information is available though about whether they listen to the German or resort to the Japanese translation or interpreting.

3. Products from German speaking countries.

The purchase of products from German speaking countries remains overall very low. While the majority of the participants (63%) seldom buy German products, 1/5 of the sample group never buy any German product, and 13% buy them more or less regularly.

In the food and beverage department, only 9 participants buy German food products on a regular basis with ham (7 participants) topping sausages (5), cheese (3 participants), bread (1) and Sauerkraut (1). Wine (24% of the participants) and beer (8.3%) are somewhat more popular. Only one polled regularly buys German coffee and one other lone participant is a dedicated fan of German apple juice.

Cars do not fare better: only 6 have ever bought a German car (2 Golf, 2 Mercedes, 1 Volkswagen and 1 BMW). Some participants indicated their preference for German cars but mentioned prohibitive prices as the main reason for abstinence.

The clothing sector is almost completely absent with only 4 respondent having bought German jackets, shoes or sweaters in the past.

As far as electric appliances are concerned only Braun shavers have seduced 21 participants (10.9%).

The outlook is somewhat brighter with the purchase of German books (20.8% of participants), though the quasi-obligation at national universities to buy through slower and more expensive official channels, who usually apply very unfavorable yen-Mark exchange rates, is a heavy burden on most professors' patience and budget.

Scientific material too (17.1% of the participants) such as drawing instruments, high precision optical instruments, mass spectrometers or pipets is especially popular among members of the Medical and Science faculties, those buyers stressing the superior quality of these German products.

In the field of leisure only 14 participants (7.3%) import CDs from German speaking countries, 2 buy pottery and 1 Christmas decorations. And if 100 participants (52%) buy less than 5 CDs with German music a year on the Japanese market, more than 1 out of 4 buys between 5 and 10 CDs every year, and 6% buy more than 10.

Overall, German products are hailed for their quality, durability or taste (food/wine).
One participant is very fond of Mercedes cars but regrets it is all too often associated with Japanese crime syndicates.

4. Travel to German speaking countries.

A majority of the participants have visited a German speaking country at least once in their lifetime. 50.5% have gone to Germany, 7.3% have visited Austria and 5.2% Switzerland; 5 participants visited both Germany and Austria, while 3 visited both Germany and Switzerland.

Asked why they visited a German speaking country, 49.2% said it was their favorite holiday destination, with 20.3% declaring to have been especially attracted by those countries' cultural heritage. And while 5.5% travelled to improve their language skills, 3.6% of the polled found their motivation in public or private exchange programs and 4.1% took the opportunity to accomplish their study or to do research. This double attraction for both cultural and academic assets may explain why the cities most popular with the participants are Munich, Vienna, Heidelberg and Berlin.

5. Contact with German countries.

80 participants (or 41.6%) have had personal contacts with German speaking countries; either with friends (40.6%), family (0.8%) or for professional reasons (43%).

Friends: 42 participants used mail, 14 the telephone and 22 made personal visits to maintain friendships with people living in German speaking countries.

Family: at the time of the study 6 participants had visited family members in a German speaking country, while 4 made regular phone calls and 6 used the mail.

Professional: 52 participants had mail communication with their counterparts or job related organisations in German speaking countries. 8 used the telephone and 23 traveled for the same purpose.

Most of those used the above-mentioned 3 main communication modes in combination; the limited scope of this study did not allow for more detailed information on frequency and periodicity.

5. OPINIONS ABOUT THINGS GERMAN.

A. System transfer between German speaking countries and Japan

In this part of the questionnaire we have attempted to measure how the sample group values the influence of German speaking countries on Japan, through 3 questions respectively enquiring about influences in Japan's military, administration and educational system, and one question hinting at a possible parallel between Germany's and Japan's war past and both countries' economic boom in the latter half of this century.

Military

47% did not answer and 20 said they did not know. Those remaining seemed quite divided, some casting a doubt over the exclusive influence of the German military as a
model for the Japanese army, by referring to specific influences from the French and English military. On three aspects of the military though, there seems to be a relative consensus: most of the respondents believe Germany to have been very instrumental in instilling “army discipline”, introducing new and more appropriate warring strategies and contributing to the building of the Japanese NAVY.

**Administration**

45.8% did not answer this question and 12.5% said they did not know (implicitly contradicting that lone participant who called the question stupid, arguing that every highschool student in Japan learns this). A majority (13.5%) quoted the adoption of the German/Weimar Constitution in the Meiji period as the most important German contribution to the shaping of the Japanese State, while 9.9% estimated the German influence to be very important without adding any further comment.

**Education**

Here the cacophony is total. While one third did not answer the question and 17 indicated they did not know, the remaining participants produced a wide range of answers, from a blatant “no influence at all” to “Japan has gone too far in blindly copying the German education system”.

The only shade of consensus was over the undeniable German influence in the Japanese University System and more particularly in the organisation of the Medical and Science Faculties.

* An isolated but striking answer:
  “Germany taught us the monochronic way of life”.

**Parallel**

21.8% skipped the question and 7.8% found no trace of a parallel in either country’s evolution since WWII. Among the 70.3% of the participants who gave a positive reply, the most voiced parallels were:

1. that the reconstruction effort was made possible for both countries thanks to their hardworking and diligent population and a top quality educational system;
2. that both countries succeeded in their ‘Wirtschaftswunder’ despite the absence of natural resources;
3. the reduction of military spending for the sake of reconstruction. Only a few point out that this reduction was more compulsory than voluntary.

Most of those respondents however did not fail to point out that these are only superficial parallels, both peoples being fundamentally different.

* Some isolated but striking answers:
  - “Both countries have an inhuman way of thinking”
  - “Both countries are immature in democracy”

Overall very few detailed answers were given, thus underscoring the relatively
counterproductive effect of too many open questions in a very lengthy questionnaire.

B. The German world's famous sons: a map for Japanese values?

It seemed interesting to try and gauge the sample group's knowledge of the principal artisans of the German world as we know it today.

Historic figure

88% of the total sample answered this question. More than half (89 participants) quoted Hitler, which makes him the best-known historic figure. Bismarck came in second (62) and Goethe, third (32), was closely followed by Luther fourth (31).

Least mentioned were Roentgen, Freud and Marie-Antoinette.

BEST-KNOWN GERMAN MUSICIAN
Multiple answers were allowed (Graph 8)
* An isolated but striking answer:
One participant, undoubtedly a soccer freak, considers
Litbartski the most prominent figure in German history.

**Musician**

90.1% of the total sample answered this question. Beethoven emerges as the uncontestedly best-known musician (122 participants) before Bach (77), Mozart (77) and Schubert (55).

Least mentioned were exponents of dodecaphonic and atonal music such as Schoenberg, Berg, Webern, and Dieter Fischer Diskau.

**BEST-KNOWN PHILOSOPHER**
Multiple answers were allowed [Graph 9]

**Philosopher**

88% of the total sample answered this question. Kant (113) takes a strong lead over Hegel(47), Marx (36) and Nietzsche (31).

Least mentioned were Adorno, Benjamin, Husserl and Habermas.

* Some isolated but striking answers:
  - One participant claimed Dante to be his best known German philosopher!
  - 12 others surprisingly promoted René Descartes to one of the leading philosophers in the German speaking countries.

**Politician**

78% of the total sample answered this question. Chancellor Helmut Kohl (58) was followed by Adenauer (42) and Hitler (37), who trailed Helmut Schmitt (25) and Willy Brandt (23).
Whether in the foregoing 'top-ten' charts or in the vast number of less quoted prominent figures, not one single woman—with the exception of Marie-Antionette—was mentioned.

Hitler, Kant, Beethoven and Helmut Kohl are the undisputed anchors in the sample group’s representation of the German speaking countries.

Striking too is that—with the exception of charismatic politicians like Kohl, Schmitt and Brandt—the essential contributions of outstanding artists, thinkers, business leaders or scientists, active in the last 25 years of the 20th century, are almost totally absent. As are outstanding Swiss or Austrians. Instead, the tendency seems strongly oriented towards the past.

It should be observed that the participants were asked the following questions: “Do you know a Germanic historic figure, musician, philosopher or politician?” With the questions put in this way, the interpretation of the results, shown in the above graphs, seeking to pinpoint any predominance in the sample group’s value system becomes a rather hazardous enterprise; and all the more so in that they are not supported by any additional evidence. And as the saying “out of sight, out of mind” may not particularly be considered a scientific criterion, one question remains unanswered: in what way have the most notorious above-mentioned names marked the value system of the polled group?

As far as the appreciation of Hitler is concerned, the answers to the following question may bring some relief although not an unequivocal answer.

C. The most important positive and negative event.

As the most positive event in the history of German speaking countries, the most mentioned (in order of importance) were: the unification of the two Germanies, the Lutheran and Calvinist Religious revolutions, the Weimar Constitution, which served as
a blueprint for the first Japanese Constitution, the fall of the Berlin wall and the post war reconstruction of Germany. 63 participants (or 32.8%) did not answer or said they didn’t know.

Some isolated but striking answers:
- One participant considered Germany’s 3 victories in the World Soccer Cup the most important event in the history of that country.
- Another hailed the synthesis of ammonia.

As the most negative event in German history 73% of the participants expressed their opinion. Nazism and the Holocaust were most mentioned while Hitler and WWII came in 3rd and 4th place.

* An isolated but striking answer:
One participant observed: “In the past Japan admired Germany with the heart, today Japan respects Germany as a practical partner.”

6. WHAT ATTRACTS THE JAPANESE MOST IN GERMAN SPEAKING COUNTRIES?

According to the answers of the sample group, four major poles of attraction are predominantly associated with German speaking countries: their people, technology, nature and tradition, and culture.

People

17.7% of the polled show a strong attraction towards the German people attributing to them a variety of qualities such as diligenc, rationality, gentleness, accuracy, systematic thinking and gentlemanliness; Christianity was also frequently mentioned, thus corroborating the above mentioned importance attached by an important part of the sample group to the Lutheran and Calvinist revolution.

Technology and science

Advanced technology and high quality scientific research facilities and scholars are frequently hailed as being the corner stone of high product durability and safety. Some participants quoted the rich cultural background in the Germanic countries as the major force behind their capability to manufacture top quality products with high reliability.

Nature and tradition

Not only are many attracted by the beauty of Nature in Germany, Austria or Switzerland, one out of six declares his/her open admiration for the natural integration of traditional architecture in the landscape, and the permanent efforts of the German speaking people to preserve both Nature and their traditional habitat.

Culture

Overall results of the sample group’s appreciation of German arts (as shown in graph
 MOST PREFERRED ARTFORM  
in German speaking countries (Graph 11)

11) point to the overwhelming dominance of verbal language related artforms; classical music (22.9%) scores as high as literature and the attraction for the German language itself combined (23%), while the admiration for traditional architecture in German speaking countries is enhanced by a strong admiration for those countries' preservation of tradition and their peoples' strong concern with preserving their urban environment (11.5%).

7. ...AND THE OTHER COUNTRIES?

An additional way to try to lift the veil from the questions raised in the introduction is to examine how well German speaking countries are doing in Japan in comparison to some other major nations. The seemingly arbitrary choice of 9 other countries offers the advantage of putting the German speaking countries side to side with some of their most culturally and economic-politically challenging partners: Latin, Anglo-saxon and Asian.

As shown in graph 12, participants rated (scale from 1 to 10) the importance of Germany compared to 9 other leading countries in 5 fields:

Professional activity

With 51% of the sample group belonging to the medical, science or technology faculties, it is not surprising to see the German speaking countries figure in a strong second position after the United States but ahead of the United Kingdom and France.

Leisure activities

Leader next to the U.S., one may reasonably understand from the previous numbers that travel and classical music are the main components which profer this prominent place to the German speaking countries.

World vision
Through their admiration for the Lutheran revolution, the German peoples' character and their attitudes towards Nature and the preservation of traditions, the sample group sends a subtle message of disapproval of the American vision of the world and life. The U.K., China and France are also considered to have contributed—although more modestly—to shaping the sample group's image of the world and vision of life.

**Cooking**

Here, long held assumptions have been confirmed: German cooking definitely does not rank among the most favoured dishes on Japanese tables; similarly, the USA comes in only fourth after China, France and Italy.

**OVERALL INFLUENCE OF FOREIGN NATIONS ON SAMPLE GROUP (Graph 13)**
Arts

German countries ranks highest, before France, Italy and China. Supposedly, their rich musical past, literature and architecture are the main boosters; no comparative data about specific art forms are available though.

The combined 5 comparative factors, however, expressing the overall influence of one of each of the selected foreign countries on the sample group, propel the combined German speaking countries to a virtual tie with the USA, leaving France, China and the United Kingdom far behind.

While none of these countries scored above the 50% mark in either of the compared fields, Japan, which was included in the list, topped the score in all fields with 90% to 100% marks; only because more than 1/3 of the participants did not fill out the line on Japan, it has not been included in graph 12. Projections show, however, that the nine foreign countries account for only a modest share in the five studied fields when compared to Japan's influence.

8. COOPERATION BETWEEN JAPAN AND GERMAN SPEAKING COUNTRIES

How do the participants view the present state of cooperation between Japan and the German speaking countries? Most respondents consider the present state of relations between Germany and Japan good or satisfactory (81.7%), 9.9% had no opinion and 8.3% estimate relations are rather bad.

Asked about the field in which they would welcome an intensification of bilateral cooperation, top priority was given to environmental and technological cooperation, exchanges in military cooperation coming understandably in last place (see graph 14).
As the Germans are considered particularly to lie far ahead in the field of eco-
protection, many participants, quoting the remarkable German recycling system, their
advance in forest protection and urban planification, would welcome a greater effort by
Japan to learn more about preservation ecology from the German model.

Similar motivations are at the root of a desire for more intense cooperation in the
field of technology; noteworthy is that participants of the medical faculty are rather
satisfied with the exchange of technological know-how but strongly support an increase
in communication with their German colleagues.

At the origin of this apparent desire to intensify cooperation in particular fields, lies
the more philosophical consideration that Germany and Japan, after rising from the
ashes of WWII and having transformed their respective countries into leading economic
worldpowers, are both imbued with a strong sense of responsibility to contribute to world
peace, through intensifying their economic and political cooperation, as a premise for
assuming a leading role in the international configuration of the 21st century.

*Some striking answers:
- "As losers of WWII Germany and Japan have the obligation to
  pay off their common debt by contributing, to the best of
  their possibilities to create a peaceful and economically
  thriving world"
- "Germans and Japanese should not be partners but competitors
  in THOUGHT, which will help them to better understand each
  other."

9. SOME CONCLUSIONS

Approaching the Japanese sample group's attitudes and behaviour towards things
German in terms reminiscent of a consumer-product relation, has turned out to be a
useful exercise in that breaking up their global knowledge of and attitudes toward things
German into quantifiable items allows one to take stock of the real quality and extent
of the group's relations with the German speaking countries and to juxtapose with a
maximum of accuracy strong and weak points in this relationship, while leaving translation
of some of the group's frustrations into suggestions, aiming at improving overall
Japanese-German speaking countries relations on stand-by till more information on a
national level and in the various layers of Japanese society becomes available.

One can conclude that as far as the 'transfer of information' related items is
concerned, the lack of language proficiency remains the main hurdle to a smooth and
constant flow of information exchange between German speaking countries and Japan.
Especially participants in the scientific faculties feel their weak languages skills (be it
in German or English) hamper direct communication with their German speaking coun-
terparts.
Despite this handicap, knowledge of things German of the past, mostly transmitted in Japanese during school or university education, remains fairly satisfactory, although memory and certainly consensus seems to fade in matters of influence of German speaking countries on Japan.

Knowledge of things German of the present, however, clearly suffers from ‘respiratory insufficiency’: one typical example to illustrate this is the almost total ignorance of popular German music among the-in their majority karaoke loving-participants: only one participant-obviously a professor of German-mentioned a few very popular German and Austrian rock groups and popular singers, whereas one other could come up with the fading star Udo Juergens. Another example is the very low consumption rate of German products, with only one out of eight participants more or less regularly buying German; and the scarce programming of German made T.V. productions similarly seems justified by low demand as confirmed by the sample group.

Two significant exceptions are: professional activities, where sufficient mechanisms -translations in English or Japanese- seem to be in place to keep the participants updated on the latest trends in research and development in German speaking countries; and the field of leisure activities where travel to German speaking countries and a profound affection for German classical music definitely outperform all other foreign competitors.

The general picture is therefore not entirely black: German speaking countries perform strongly compared to some of Japan's major international partners; second to none in the attraction of their philosophy of life and their culture, they come in a strong second, after the U.S.A., in the professional lives of a majority of participants.

And if many of the results of this field-study about the interaction between German speaking countries and Japan do not come as a surprise, the sample group's appeal for more intense German-Japanese cooperation in the field of environmental protection, suggests a growing awareness of the need for a rationalized use of Japan's limited natural resources.

More important still is that the group's claim for Japan and Germany to jointly translate economic leadership into international political leadership, tentatively points to a new stage of maturity of Japan in international relations, which, if genuinely embraced by Japan's political leadership, may before long bring about a new Axis devoted to peace and stability in the world.

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宿州大学教育システム研究開発センター
外国人教師  Luc MESKENS