

# What's New?

Niihama City

No.235 March 2015

Published by SGG Niihama

# 3

## What's the deal with Valentine's Day?

**Anna Tattersall**

In most countries around the world, we know that February 14<sup>th</sup> = St. Valentine's Day. It is a day that has been associated with romance and love since the High Middle Ages in England, and has evolved into an occasion to express your feelings for another person. But have the romantic intentions underpinning St. Valentine's Day become obsolete in the modern age?

The U.K. has a long history of Valentine's Day customs. Long ago, women put five bay leaves on their pillows before going to sleep on February 13<sup>th</sup>, in hopes that they would see their future husband in a dream. Nowadays, Valentine's Day seems to have become an almost Marmite-esque celebration (you either love it or you hate it). Generally, it is customary to send flowers, chocolates, and cards (often nauseatingly romantic). The chocolates, hearts, cuddly bear toys, and roses are certainly marketed to appeal more to a female audience, and therefore the pressure of gift-giving is burdened mainly, but not exclusively, by men. Valentine's Day has thus been criticized for becoming a day to "test" the love of your other half – "if he only gets me chocolates it means he hasn't put much thought into the gift and therefore he doesn't love me anymore".

In Japan, Valentine's Day customs vary to the U.K. because only women give chocolates on February 14<sup>th</sup>. No one seems to know where this tradition came from—perhaps it was simply a translation error during the initial Valentine's Day campaigns in Japan? The custom has fallen particularly hard on female employees, who may feel obliged to give chocolates to their male co-workers regardless of their feelings towards them. Emphasis is placed on giving the right amount, and sort, of chocolate to the right people, as opposed to expressing feelings of love. This has resulted in the coinage of the term *giri-choko*, from `obligation` and `chocolate`. A reply date was created by Japanese confectionary companies in the 1980s, so that

women could also get their fair share of chocolate goodies, and March 14<sup>th</sup> is `White Day`, where men return the favour.

So has Valentine`s Day retained its romantic origins in the 21<sup>st</sup> century? With so much social pressure to buy chocolates, cards and gifts I would argue that it has become a more lucrative business for retailers, rather than romance. But overall, isn`t it nice to have a little celebration of love?

As for my Valentine`s Day plans in Japan? I`ll be eating all the chocolate I possibly can on February 14<sup>th</sup>, and I plan on doing the same on White Day. I will, however, be celebrating `Black Day` (April 15<sup>th</sup>) in the traditional South Korean manner` by eating *jajangmyeon* and complaining loudly about being single. It`s going to be a good one!

*Hello! I am your friendly neighbour from Saijo. I moved here from England last August, and will be staying as an ALT (assistant language teacher) until 2016.*

### Information in English & Chinese on the Web

\*What`s New?

\*How to sort garbage and trash

\*Information on living in Niihama

Click  <http://www.city.niihama.lg.jp/english/>

[Clair:\\*Multilingual Living Information](http://www.clair.or.jp/tagengorev/en/index.html)

<http://www.clair.or.jp/tagengorev/en/index.html>

## The 25th Niihama Global Party

"Welcome to Our Global Village"

Niihama's 25th anniversary of the Global Party was held at the Women's plaza on February 15th with the theme of "Just One World". About 380 guests and organizers from 19 countries took part in the party. Participants came from Matsuyama, Okayama, and other prefectures as well as Niihama. On stage there were harmonica performance, songs, dances and drum performances of various countries. Participants could also meet people from different culture. Yosakoi dance was very wonderful.

Many young people enjoyed wearing folk costumes and lots of people enjoyed eating sweets and talking with people there. People also enjoyed pressed-flower art, craftsmanship and calligraphy. Two and a half hours passed in no time.

### The Number of the participants

Nationality	male	female	Total
Australia	2		2
Cambodia	1		1
Canada		1	1
China	7	5	12
Cuba	2		2
Ecuador	2		2
India	1	2	3
Indonesia	7	6	13
Malaysia	3		3
Mongolia		1	1
Peru	2		2
The Philippines	2	4	6
Russia	1	2	3
Taiwan	1		1
UK	2	2	4
USA	6	1	7
Vietnam		1	1
Barbados		1	1
	39	26	65
Japan	315		315
<b>Total</b>			<b>380</b>

## **Foundation "SUGAO Air Fit CC Cream"** (from Ehime Shimbun, October 20)

"SUGAO Air Fit CC Cream" is a foundation produced by ROHTO pharmaceutical Co.,Ltd.

It feels light and airy as if you aren't wearing any makeup at all. It contains both foundation primer and sunscreen Ingredients. So it is easy to use and has become popular among women from their 20's to 40's.

Sales of the cream started last March and in 4 months since then yearly sales targets have been exceeded by more than 6 billion yen.

The use of special compounds in the ingredients enables your skin to breath better and lessens the damage to your skin. It reflects the light like a reflector board and makes your skin looks prettier by adjusting the color of your skin pores or spots even if you have put on foundation lightly. Less oil also provides a softer and smoother feeling.

About 60 samples were made and tested by women working for the company and the best one was selected. Pouch packing, which is rarely used for cosmetics, was adopted and the explanation on the packaging looks hand written to give it a higher quality image and make it more understandable.

Woman who have tried it say, "I'd like to keep using this foundation because it is comfortable for me.

## **Be Careful With Blue Light** (from Ehime Shimbun, October 29)

There might be a lot of people looking at the screens of a smart phone or a table type information terminal, to say nothing of a personal computer all day long. The blue light from the screen is a strong light, which is contained in the sunlight as well. When you are exposed to the light at night, your biological clock may go wrong, which can lead to serious sleep disorder.

It is advised that you should avoid watching the screen at least two hours before going to bed. The blue light can be scattered about, which can cause much eye strain when you try to focus on the screen. Moisten your eyes by blinking often or look off into the distance to protect your eyes.

You can alleviate your eye strain by stretching your neck and your shoulders, massaging your face around your eyes, and keeping your eyes warm with a hot wet towel.

## MOVIES

### TOHO CINEMAS Niihama (AEON Mall)

January 23 ~ ANNIE 2D English /Dubbed  
January 30 ~ EXODUS : Gods and Kings  
2D English / 3D Dubbed  
February 6 ~ MORTDECAI 2D English  
February 7 ~ Teenage Mutant Turtles  
2D English / 3D Dubbed  
February 13 ~ Fifty Shades of Grey 2D English  
February 13 ~ MOOMINS on the RIVIERA 2D Dubbed  
February 20 ~ The Fault in our Stars PG12 2D English  
February 21 ~ American Sniper R15+ 2D English  
March 15 ~ INTO THE WOODS 2D English  
March 20 ~ Night at the Museum: Secret of the Tomb  
2D English

Information Service

Internet: <http://niihama-aeonmall.com>

Tape (24 hrs): 050-6868-5019(in Japanese)

Movies might be changed without notice. Please check.

### March Event

- 3/10(Tue) & 3/ 20(Fri)

#### **Taiko (Japanese Drum) Trial Class**

Time: 19:30 ~21:00

Place: Bunka Center main hall

(Entrance is behind the building)

Easy wear, shoes, towel, water are needed.

Tel: 65-3158

**Beginners are welcome!**

SGG would welcome any suggestions, questions or ideas for monthly articles. email: [yukiko-m@shikoku.ne.jp](mailto:yukiko-m@shikoku.ne.jp)

[kasi4386@plum.ocn.ne.jp](mailto:kasi4386@plum.ocn.ne.jp)

[sheep@abeam.ocn.ne.jp](mailto:sheep@abeam.ocn.ne.jp)

\* The editors for this month are K. Kumata & T. Kashimoto

## ONE POINT JAPANESE ~シーズン

A : そろそろ <sup>しゆけん</sup>受験シーズンが <sup>お</sup>終わりますね。

Sorosoro juken-shizun ga owarimasu ne.

(The examination season is ending soon.)

B : ええ。ところで、<sup>こうこう</sup>高校の <sup>ごうかくはっぴょう</sup>合格発表は <sup>いつ</sup>いつでしたっけ。

Ee. Tokorode, kōkō no gōkaku happyō wa itsu deshita kke.

(Yes. But, when's the high school announcement of the successful applicants, again?)

C : <sup>たし</sup>確か、<sup>そつぎょうしき</sup>卒業式の <sup>よくじつ</sup>翌日だと <sup>おも</sup>思います。

Tashika sotsugyō-shiki no yokujitsu da to omoimasu.

(I'm pretty sure it's the day after graduation.)

B : <sup>みんな</sup>みんな、<sup>きぼう</sup>希望の <sup>こうこう</sup>高校に <sup>はい</sup>入れると <sup>いい</sup>いいですね。

Minna, kibō no kōkō ni haireru to ii desu ne.

(It'd be great if everyone could enter the high schools they want.)

A : <sup>そつぎょう</sup>卒業シーズンが <sup>お</sup>終わると、<sup>つぎ</sup>次は <sup>はなみ</sup>お花見シーズンですね。

Sotsugyō-shizun ga owaru to, tsugi wa ohanami-shizun desu ne.

(Once the graduation season ends, next Hanami (Cherry blossom viewing) season will start.)

B : <sup>ことし</sup>今年 <sup>どこ</sup>どこに <sup>いき</sup>行きましょうか。Kotoshi wa doko ni ikimashō ka.

(Where shall we go this year?)

A : <sup>すこ</sup>少し <sup>あし</sup>足を <sup>の</sup>のばして、<sup>はかたじま</sup>サイクリングで <sup>い</sup>伯方島に <sup>い</sup>行きませんか。

Sukoshi ashi o nobashite, saikuringu de hakatajima ni ikimasen ka.

(Why don't we go a bit farther, and go cycling on Hakatajima island?)

B : <sup>しまなみ</sup>しまなみサイクリング！いいですね。

Shimanami-saikuringu! Ii desu ne.

(Shimanami cycling! That sounds great!!)

C : <sup>まくら</sup>桜で <sup>ゆうめい</sup>有名な <sup>ところ</sup>所 <sup>です</sup>ですよ。去年 <sup>きょねん</sup>テレビで <sup>み</sup>見ました。

Sakura de yūmei na tokoro desu yo ne. Kyonen terebi de mimashita.

(It's famous for cherry blossoms. I saw it on TV last year.)

D : <sup>あ</sup>あの一、<sup>わたし</sup>わたしは <sup>えんりよ</sup>遠慮して <sup>お</sup>おきます。

Anō, watashi wa enryoshite okimasu.

(Well... I'm afraid you'll have to count me out.)

A : えっ、<sup>どう</sup>どうして？ Ee, doshite? (What!? Why?)

D : <sup>はる</sup>春の <sup>こうらく</sup>行楽シーズンは、<sup>わたし</sup>私の <sup>ま</sup>“魔”の <sup>しずん</sup>シーズン <sup>なん</sup>なんです。

Haru no koraku-shizun wa, watashi no “ma” no shizun nan desu.

(The spring pleasure trip season is 'the worst' season for me.)

B : <sup>そう</sup>そうでしたね。 <sup>かふんしよ</sup>花粉症の <sup>しずん</sup>シーズン <sup>です</sup>ですからね。

Sōdeshita ne. Kafunsho no shizun desu kara ne.

(Oh that's right. It is hay fever season, isn't it?)

D : 「<sup>はな</sup>花」より「<sup>はな</sup>鼻」の方が <sup>き</sup>気が <sup>な</sup>なります。

“Hana” yori “hana” no hō ga ki ni narimasu.

(I'm more sensitive about 'hana' (nose) than 'hana' (flowers).)

**NNK** also provides Japanese lessons for foreigners living in Niihama.  
Feel free to contact us at: Tel **0897-34-3025** (Manami Miki).  
e-mail : [manami-m@js6.so-net.ne.jp](mailto:manami-m@js6.so-net.ne.jp)