



## CIEE Tokyo, Japan

<b>Course name:</b>	Analysis of Popular Culture in Japanese Society
<b>Course number:</b>	EAST 3001 TOJA
<b>Programs offering course:</b>	Summer Japanese Studies
<b>Language of instruction:</b>	English
<b>U.S. semester credits:</b>	3
<b>Contact hours:</b>	45
<b>Term:</b>	Summer 2020

### Course Description

This course will provide students with the conceptual tools, which will allow for a careful analysis of popular culture in Japanese society. Students will be provided with opportunities to engage with the imagination, emotions, aesthetics, and technologies within the various facets of Japanese popular culture. All of which can be found in the various forms of media such as music, film, literature, and fashion. Students will also have the opportunity to reflect and analyze their experiences of Japanese popular culture based on dialogic, reflective, and cooperative learning.

### Learning Outcomes

By completing this course, students will:

- Cultivate a critical understanding of the worldwide phenomenon that is Japanese Popular Culture and its pervasiveness in Japanese society and beyond
- Learn and apply methodologies to analyze of the role of popular culture within a society
- Develop collaboration and communication skills for students through group projects and oral presentations
- Critically analyze the various topics of the course and be able to write about it succinctly

### Methods of Instruction

The course will be taught using lectures, seminars, case study discussions and group presentations. There will also be significant research activities outside the classroom. Classroom activities will involve group work and critical discussion.

### Assessment and Final Grade

Class participation:	20%
Class Presentation:	10%
Term Paper:	20%
Reflection Papers:	20%
Final Exam:	30%

### Course Requirements

#### **Class Participation:**

You are expected to follow CIEE's attendance and participation policies as outlined in the CIEE Academic Manual for students.

**Class Presentation:**

Students will be expected to collaborate and organize class presentations based on observations and research conducted in and outside of class.

**Term Paper:**

The term paper of at least 2000 words will be presented as part of the final grade, based on observations and research conducted both in and outside class. This may or may not be associated with the class presentation. Plagiarism will not be tolerated and all sources must be cited correctly.

**Reflection Papers:**

Will be an ongoing activity based on the lectures, activities, and projects conducted in and outside the classroom. Students will be required to submit four 375 word essays.

**Final Exam:**

Closed books final exam that covers topics covered throughout the course.

**Weekly Schedule****Week 1**

- 1.1 Course overview; assign students into groups

**Week 2**

- 2.1 Imagining the World and Imaginary Worlds  
Appadurai, Arjun. 1996. 2. Disjuncture and Difference in the Global Cultural Economy. In *Modernity at Large: Cultural Dimensions of Globalization*, pp. 27-47.
- 2.2 Imagining the World and Imaginary Worlds  
Murakami, Haruki. 1993. Sleep. In *The Elephant Vanishes*. New York: Random House.  
Suter, Rebecca. 2008. Five: In Other Worlds. In *The Japanization of Modernity: Murakami Haruki between Japan and the United States*, pp. 140-180. Cambridge, MA: Harvard University Press.
- 2.3 Solitary and Social Pursuits of Otaku Fandom  
Condry, Ian. 2004. B-Boys and B-Girls: Rap Fandom and Consumer Culture in Japan. In William W. Kelly (ed.), *Fanning the Flames: Fans and Consumer Culture in Contemporary Japan*, pp.17-39. New York: SUNY Press.
- 2.4 Solitary and Social Pursuits of Otaku Fandom  
Fieldtrip to a site relevant to otaku tourism  
Reflection Paper 1 due (Imagining the World and Imaginary Worlds)

**Week 3**

- 3.1 Solitary and Social Pursuits of Otaku Fandom

Okamoto, Takeshi. 2015. Otaku tourism and the anime pilgrimage phenomenon in Japan. In *Japan Forum* 27(1): 12-36.

3.2 Sensory-Emotional-Affective Interactions  
 Massumi, Brian. 1995. The Autonomy of Affect. In *Cultural Critique* (Fall), pp. 83-109.

3.3 Sensory-Emotional-Affective Interactions  
 Fieldtrip to a site relevant to sensory-emotional-affective interaction and edutainment  
 Reflection Paper 2 due (On-stage and Off-stage)

#### Week 4

4.1 Sensory-Emotional-Affective Interactions  
 Ito, Mizuko. 2005. Mobilizing Fun in the Production and Consumption of Children's Software. In *The Annals of the American Academy of Political and Social Science* Vol. 597, Cultural Production in a Digital Age, pp. 82-102.

4.2 Military-Creative Industrial Complex  
 Davies, Matt and Simon Philpott. 2012. Militarization and Popular Culture. In *The Marketing of War in the Age of Neo-Militarism*, Kostas Gouliamos and Christos Kassimeris eds., pp. 42-59. New York and London: Routledge.

4.3 Military-Creative Industrial Complex  
 Watch *Gate, Episode 1* – [The Self-Defense Force Goes To Another World](#)  
*Episode 2* – [The Two Armies](#)  
*Episode 3* – [Fire Dragon](#)

#### Week 5

5.1 Military-Creative Industry Complex  
 Brummer, Matthew. 2016. Japan: The Manga Military. In *The Diplomat*, January 19. <https://thediplomat.com/2016/01/japans-creative-industrial-complex/>, accessed October 2, 2018.  
 Reflection Paper 3 due (Sensory-Emotional-Affective Interactions)

5.2 Group presentation (Imagining the World and Imaginary Worlds)

5.3 Group presentation (Solitary and Social Pursuits of Otaku Fandom)  
 Reflection Paper 4 due (Politics and Poetics of the Military-Entertainment Complex)

#### Week 6

6.1 Group presentation (Sensory-Emotional-Affective Interactions)



- 6.2 Group presentation (Military-Creative Industrial Complex)
- 6.3 Final Exam  
Term Paper due

### **Course Materials**

#### ***Readings***

Appadurai, Arjun. 1996. *Modernity at Large: Cultural Dimensions of Globalization*. University of Minnesota Press.

Brummer, Matthew. 2016. Japan: The Manga Military. In *The Diplomat*, January 19. <https://thediplomat.com/2016/01/japans-creative-industrial-complex/>, accessed October 2, 2018.

Condry, Ian. 2004. B-Boys and B-Girls: Rap Fandom and Consumer Culture in Japan. In William W. Kelly (ed.), *Fanning the Flames: Fans and Consumer Culture in Contemporary Japan*, pp.17-39. New York: SUNY Press.

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Suter, Rebecca. 2008. *The Japanization of Modernity: Murakami Haruki between Japan and the United States*. Cambridge: Harvard University Asia Center.