

JAPANESE POPULAR CULTURE AND GLOBALIZATION

BY WILLIAM TSUTSUI — KEY ISSUES IN ASIAN STUDIES BOOK SERIES

SUGGESTED COURSES:

- Pop Culture
- Postwar Japanese History
- Japan/East Asia and Globalization

KEY CONCEPTS AND DEFINITIONS:

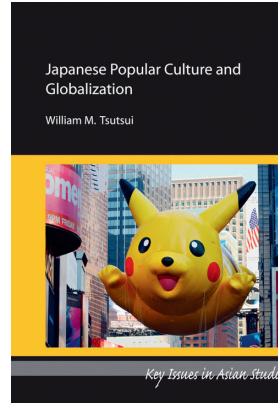
- Pop Culture
- Globalization
- Localization
- Cool Japan/Gross National Cool
- The Apocalyptic Imagination
- Kawaii
- Mecha
- Mukokuseki
- Soft Power

DISCUSSION QUESTIONS:

1. Why has Japan been such a creative and prolific producer of pop culture, especially since World War II?
2. Why have global audiences, especially in the United States, embraced Japanese popular culture so enthusiastically?
3. What are the political, economic, and cultural implications of Japan's postwar rise as a "soft superpower"?
4. How has the rise and globalization of Japanese pop culture been shaped by the economics of its production and distribution?
5. In recent years, Korean popular culture has been surging globally: why do you think it has come to attract more attention recently than Japanese pop?
6. How do you explain the popularity of recent pop culture hits from Japan (Kondo Marie, Demon Slayer, Old Enough!, etc.) based on the insights provided in this volume?

EXTERNAL LINKS & RESOURCES:

- <https://www.japanpitt.pitt.edu/essays-and-articles/culture>
- <https://www.japanpitt.pitt.edu/essays-and-articles/culture/godzilla-my-mind-godzilla-japanese-history-and-global-imagination-0>
- <https://library.osu.edu/site/manga/>
- <https://www.japanesestudies.org.uk/ejcs/vol13/iss2/index.html>
- https://web-japan.org/trends/11_culture/
- <https://www.asianstudies.org/store/j-pop/>



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www.asianstudies.org/store/tsutsui

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5. JAPAN AS SOFT SUPERPOWER

“The riotous, rich and multilayered nature of Japanese popular culture is crisply presented in this delightful overview. Hardcore student fans, bewildered teachers, and clueless scholars will all benefit from the way William Tsutsui makes sense of the diverse styles, narratives and images surfacing in manga, anime, TV drama, music, and cinema. Professor Tsutsui’s engaging guide to some of the most important themes, historical threads, and scholarly theories found in such a vast cultural domain is guaranteed to charm readers and to enhance our appreciation of its irresistible appeal and global reach.”

– LAURA MILLER, University of Missouri-St. Louis

“As is always the case with William Tsutsui, this work is informed, informative, and a pleasure to read. Tsutsui’s trademark enthusiasm for and knowledge of his subject shines through across a wonderful variety of topics, from ‘Pokémon’ to ‘Soft Power.’ I look forward to sharing this with my students in the classroom.”

– SUSAN J. NAPIER, Tufts University

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