

科目名/Course title: The Present and Future Prospects of Japanese Pop Culture

実施期間/Term: August 6 – August 10 (intensive course)

開講言語/Language: English

担当教員/Instructor: Professor Akinori Nakamura

受講定員/Class size: Approx. 35 (including 20 short-term international students)

【授業概要/Course Outline】

This course overviews the birth, the present and the future prospects for Japanese pop culture. It focuses in particular on those elements of Japanese pop culture that have had a substantial influence globally: manga, anime, computer games, and the character business. The course will look at the uniqueness of the culture and its impact on the world while also studying the connections with traditional Japanese culture as well as Japanese culture more broadly speaking.

【到達目標/Attainment Objectives】

- 1) Students will deepen their understanding of manga, anime, games and the character business in Japan.
- 2) Students will develop their understanding of the relationship between the content mentioned above and Japanese values and traditional culture.
- 3) Students will enhance their knowledge and understanding of cross-media design - through which a wide genre of cultural content has expanded and developed.
- 4) Students will learn how the content has been utilized for in revitalizing local economies and for other means.

【履修しておくことが望まれる科目/Required Preparatory Study】

None

【授業スケジュール/Course Schedule】

授業回数 Lecture	テーマ Theme キーワード Keywords
1	Fieldtrip 1: Toyosato Elementary School Japanese anime and Contents tourism Digital animation, 'slice of life' anime, contents tourism
2	Fieldtrip 2: Kyoto International Manga Museum Characteristics of Japanese manga and the outlook for it. Boys magazines, book-borrowing culture, manga magazine, wide variety of genres
3	Japanese pop culture and its globalization Cool Japan, diplomacy through pop culture
4	History of Japanese manga and its expansion Choju-Giga (caricature of animals), Hyakki-Yagyou (night parade of one hundred demons) picture scrolls, Ukiyo-e paintings, the Japan Punch

5	History of Japanese anime and its expansion Anime before and during the war, education in anime, Toei Animation company
6	The two pillars in the development of Japanese anime Toei Animation Company, Mushi Production Company, limited animation, media mix
7	Development and globalization of Japanese characters Sanrio, open platform, license
8	The birth and role of local mascot characters Yuru-Kyara, mascot characters, redevelopment of local towns
9	Group Work 1: regional revitalization and contents Brainstorming, KJ method, strategies for competitive advantage
10	The birth of video games and development of Japanese games Arcade games, video games, platforms, console games, portable games
11	Japanese games and globalization JRPG, interactive storytelling, games turned into forms of media
12	Japanese games and Gamification General-purpose computers, smart phones, tablet devices, GPS, HTML5
13	The birth of Kawaii culture and propagation Social networking, propagation, word of mouth, viral marketing
14	Group Work 2: Presentation Presentation skills, group presentation
15	Integration Cultural diplomacy, cultural collaboration