

Osaka Gakuin University 2022 Fall Semester

## The Power of Japanese Pop Culture

### Instructor :

Yuko KANEMURA

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Lesson: Tuesday & Thursday 15:30-17:15  
Office Hours: By appointment  
Subject Code: 1035

### Course Description:

This course focuses on learning how Japanese Pop Culture became a cultural icon in both Japan and Asia, and how it is currently expanding its territory to the global sphere. Students will understand how many people around the world have come to enjoy animation, manga, and pop music created in Japan. In this course, we will deal with how Japanese Pop Culture (manga, anime, otaku, cosplay, etc.) and their related industries have created new social movements and influenced Japanese civil society by analyzing various themes and contents.

### Resources

Lecturer will prepare materials.

### Grade Breakdown

Submitted works in daily lecture:	30 %
Participation in class activities and presentations:	50 %
Assignments:	20 %

### Notes:

Information in this syllabus is subject to change slightly. Any such changes will be announced in class.

### Course Schedule :

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| Week 1  | Introduction and preliminaries:<br>-The beginning of Japanese Pop Culture                                 |
| Week 2  | Japanese Manga and Anime ①<br>- Visual expressiveness : The role of character                             |
| Week 3  | Japanese Manga and Anime ②<br>- Narrative expressiveness : The power of stories                           |
| Week 4  | Japanese Manga and Anime ③<br>- Learn about the animation production process                              |
| Week 5  | Sub-culture to Pop Culture ① : OTAKU  |
| Week 6  | Sub-culture to Pop Culture ② : Cosplay  |
| Week 7  | Japanese Pop Culture and Industry ①<br>- Entertainment industry : Japanese Idols                          |
| Week 8  | Japanese Pop Culture and Industry ②<br>- Fashion industry : Fashion icons, Charismatic leaders            |
| Week 9  | Japanese Pop Culture and Youth Culture  |
| Week 10 | Sociality created by Pop Culture ①<br>- How is Japanese Pop Culture created?<br>- Who is Pop Culture for? |
| Week 11 | Sociality created by Pop Culture ②<br>- Comparison between Japan and the rest of the world                |
| Week 12 | The Power of Japanese Pop Culture<br>- What is the appeal of Japanese Pop Culture?                        |
| Week 13 | Course review and final presentation  |