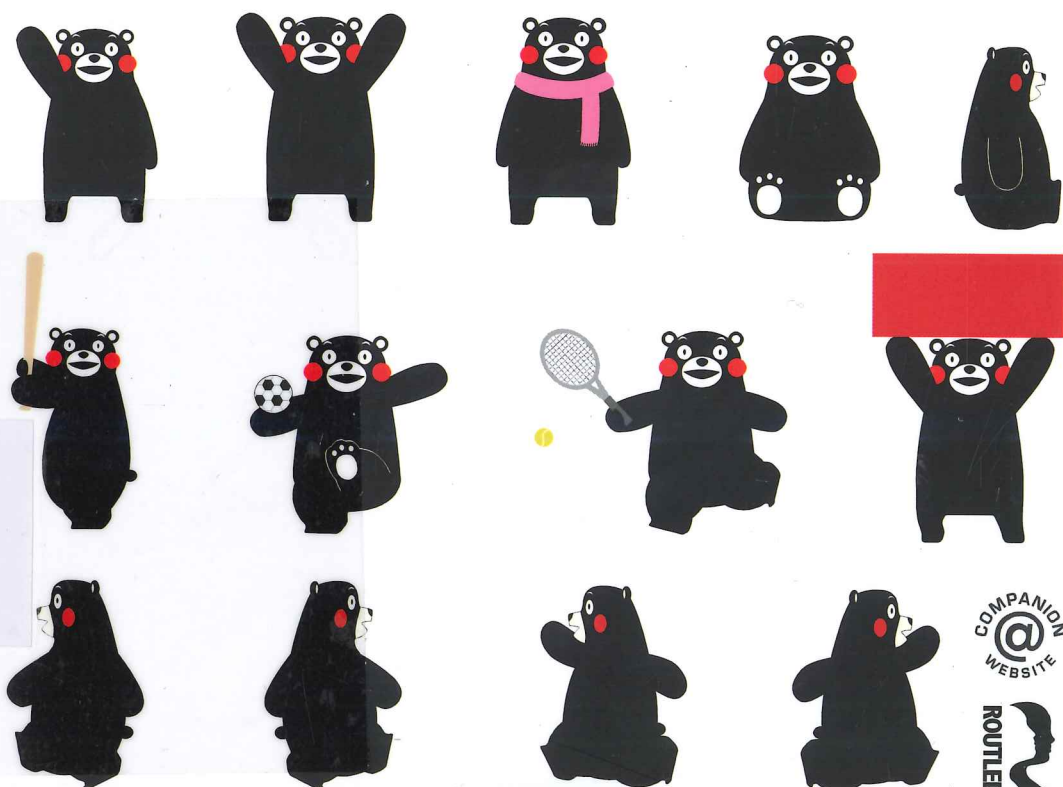


INTRODUCING *Japanese Popular Culture*

SECOND EDITION

EDITED BY ALISA FREEDMAN



COMPANION
@
WEBSITE

ROUTLEDGE

สำนักหอสมุด มหาวิทยาลัยเชียงใหม่

b 16704368

o 12576414

j 22684827

Introducing Japanese Popular Culture

Second Edition

Edited by Alisa Freedman



Contents

<i>List of Figures</i>	xii
<i>List of Contributors</i>	xiv
<i>Japanese Conventions</i>	xix

1 Introducing Japanese Popular Culture: Serious Approaches to Playful Trends	1
ALISA FREEDMAN AND TOBY SLADE	

PART I

Characters	11
-------------------	----

2 Kumamon: Japan's Surprisingly Cheeky Mascot	13
DEBRA J. OCCHI	
3 Hello Kitty Is Not a Cat?!?: Tracking Japanese Cute Culture at Home and Abroad	23
CHRISTINE R. YANO	

PART II

Television	35
-------------------	----

4 The Grotesque Hero: Depictions of Justice in <i>Tokusatsu</i> Superhero Television Programs	37
HIROFUMI KATSUNO	
5 Tokyo Love Story: Romance of the Working Woman in Japanese Television Dramas	48
ALISA FREEDMAN	

6 The World Too Much with Us in Japanese Travel Television	59
---	----

- 7 **Nuclear Discourse in *Final Fantasy VII*: Embodied Experience and Social Critique** 71
RACHAEL HUTCHINSON
- 8 **Policing Youth: Boy Detectives in Japanese Mystery Games** 81
TSUGUMI (MIMI) OKABE
- 9 **The Cute Shall Inherit the Earth: Post-Apocalyptic Posthumanity in *Tokyo Jungle*** 88
KATHRYN HEMMANN

PART IV

Fan Media and Technology 97

- 10 **Managing Manga Studies in the Convergent Classroom** 99
MARK McLELLAND
- 11 **Thumb-Generation Literature: The Rise and Fall of Japanese Cellphone Novels** 110
ALISA FREEDMAN
- 12 ***Purikura*: Expressive Energy in Female Self-Photography** 121
LAURA MILLER
- 13 **“Cosplay Everywhere”: Costume Diplomacy at the World Cosplay Summit** 130
EMERALD L. KING
- 14 **Hatsune Miku: Virtual Idol, Media Platform, and Crowd-Sourced Celebrity** 139
IAN CONDRY

PART V

Music 151

- 15 **Electrifying the Japanese Teenager across Generations: The Role of the Electric Guitar in Japan’s Popular Culture** 153
MICHAEL FURMANOVSKY

16 The "Pop Pacific": Japanese American Sojourners and the Development of Japanese Popular Music	164
JAYSON MAKOTO CHUN	
17 AKB Business: Idols and Affective Economics in Contemporary Japan	174
PATRICK W. GALBRAITH	
18 In Search of Japanoise: Globalizing Underground Music	185
DAVID NOVAK	
19 Korean Pop Music in Japan: Understanding the Complex Relationship between Japan and Korea in the Popular Culture Realm	196
EUN-YOUNG JUNG	
PART VI	
Popular Cinema	207
20 The Prehistory of Soft Power: Godzilla, Cheese, and the American Consumption of Japan	209
WILLIAM M. TSUTSUI	
21 The Rise of Japanese Horror Films: <i>Yotsuya Ghost Story</i> (<i>Yotsuya Kaidan</i>), Demonic Men, and Victimized Women	220
KYOKO HIRANO	
22 V-Cinema: How Home Video Revitalized Japanese Film and Mystified Film Historians	231
TOM MES	
PART VII	
Anime	241
23 Apocalyptic Animation: In the Wake of Hiroshima, Nagasaki, <i>Godzilla</i>, and Baudrillard	243
ALAN CHOLODENKO	
24 Toy Stories: Robots and Magical Girls in Anime Marketing	255
RENATO RIVERA RUSCA	

x *Contents*

- 25 **The World According to Ghibli, or How a Small Japanese Studio Became a Global Phenomenon** 266
SUSAN NAPIER

- 26 **Condensing the Media Mix: *The Tatami Galaxy*'s Multiple Possible Worlds** 276
MARC STEINBERG

PART VIII

Manga 287

- 27 **A Jew and a Nazi Walk into an *Izakaya*: Tezuka Osamu's Holocaust Manga** 289
BEN WHALEY

- 28 ***Gekiga*, or Japanese Alternative Comics: The Mediascape of Japanese Counterculture** 300
SHIGE (CJ) SUZUKI

- 29 **The Beautiful Men of the Inner Chamber: Gender-Bending, Boys' Love, and Other *Shōjo* Manga Tropes in *Ōoku* by Yoshinaga Fumi** 311
DEBORAH SHAMON

- 30 **Cyborg Empiricism: The Ghost Is Not in the Shell** 323
THOMAS LAMARRE

PART IX

Spectacles and Competitions 335

- 31 ***Hanabi*: The Cultural Significance of Fireworks in Japan** 337
DAMIEN LIU-BRENNAN

- 32 ***Kamishibai*: The Fantasy Space of the Urban Street Corner** 347
SHARALYN ORBAUGH

- 33 **Making a Game of Their Own: Baseball in Japan** 359
PAUL DUNSCOMB

- 34 **Pop Go the Games: Japanese Popular Culture and Politics at the Olympics** 368
DAVID LEHENY

PART X

Sites 375

35 Shibuya: Reflective Identity in Transforming Urban Space 377

IZUMI KUROISHI

36 Akihabara: Promoting and Policing Otaku in “Cool Japan” 389

PATRICK W. GALBRAITH

37 Japan Lost and Found: Modern Ruins as Debris of the Economic Miracle 401

TONG LAM

PART XI

Fashion 413

38 Cute Fashion: The Social Strategies and Aesthetics of *Kawaii* 415

TOBY SLADE

39 Made in Japan: A New Generation of Fashion Designers 426

NARUMI HIROSHI

PART XII

Contemporary Art 439

40 Superflat Life 441

TOM LOOSER

41 Aida Makoto: Notes from an Apathetic Continent 452

ADRIAN FAVELL

42 The Art of Upcycling in the Seto Inland Sea 463

JAMES JACK

Glossary 475

Bibliography 485

Index 549