

**【Course Description】**

This course introduces students to the ethnographic study of Japanese popular culture. Significant concepts, theories, and approaches to the cultural meanings and social functions of popular expressive behaviors will be covered in reference to prominent genres and domains of Japanese trendy phenomena. Those who are willing to do so may acquire skills in the cultural production of popular arts and performances. Students will acquire these skills by composing and presenting their own series of lectures.

**【Class Goals】**

Students are expected to acquire not only relevant concepts and perspectives, but also techniques to conduct academic investigations and presentations. Students who can activate themselves in conducting fieldwork surveys and field analyses beyond class hours, and bring their fruits back to the class to share with colleagues - as a way to productively "edutain" themselves!

**【Course Schedule】**

【第1回】Course Introduction: Phenomenology of JPC

\* Course Package (CP) Registration, Preview CP-1

【第2回】Japan Inc.: On the Politicoeconomic Matrix of Japan's Sociocultural Production

\* Preview CP-2

【第3回】TAKARZUKA and the System of Gender Construction

\* Preview CP-3

【第4回】Idology of Popular Talent Production

\* Preview CP-4

【第5回】J-Pop Music and the Paradigm of Japanese Collective Sentiment

\* Preview CP-5

【第6回】Ethnographic Workshop 1: Organizing Your Research Project

\* Preview CP-6

【第7回】TAKUMI Craftship and the Mode of Traditional Heritage

\* Preview CP-7

【第8回】The Craftship of Japanimation

\* Preview CP-8, Research Proposal Due

【第9回】Lineage of Japanese Popular Visual Arts

\* Preview CP-9

【第10回】On Glocal Strategies and Tactics of J-Fashion

\* Preview CP-10

【第11回】Coca-Colonization and Cool Japan

\* Preview CP-11

【第12回】Ethnographic Workshop 2: Summarizing Your Findings

\* Preview CP-12

【第13回】Okipop and Ethnic Significations

\* Preview CP-13

【第14回】Kogal Subculture and Public Transformation

\* Preview CP-14

【第15回】Course Conclusion: Phenomenological Reductions and Reflections

\* Preview CP-15, Lecture Notes & Research Paper Due date (TBA)

**【Preparation for Class】**

A COURSE PACKAGE will be issued, and preparatory surveys and readings will be assigned as your homework. Such weekly homeworks are mandatory for the betterment of your performance in this class.

**【Review of Class】**

Weekly reviews in the cumulative lecture notes are mandatory in this course. You are asked to articulate a bundle of lecture notes in a publishable form, demonstrating points of your acquisition as well as your extended home investigations on relevant issues.

**【Remarks for Class】**

Skills in English and social scientific acquisitions are demanded in this course. Students should NOT take this course without sufficient motivation to learn and investigate relevant phenomena with sophistication.

**【Texts】**

Weekly readings will be assigned via interactive e-account.

**【Reference Books】**

(same as above: see Texts Section)

**【Evaluation Criteria】**

- 0) Active attendance and class participation
- 1) Student Lectures and Term Paper (40%)
- 2) Textbook (30%)
- 3) Quizzes (30%)

Office Hours: Before and after the class at the Teachers' Room, or by appointment

**【Notes】**