

科目名	日本語・日本文化論各論 I
科目名/Subject	Studies of Japanese Culture(Special Lecture)I
曜日・講時	前期 金曜日 3講時
単位数	2
担当教員	KOPYLOVA OLGA
セメスター	5
科目ナンバリング	-
使用言語	

授業題目	日本文化論特論 I
Course Title (授業題目)	Studies of Japanese Culture (Special Lecture) I
授業の目的と概要	本授業は日本のポピュラー・カルチャをテーマにしており、さらにオタク市場とその主要な概念、表現メディア、ジャンルに焦点を当てている。生産側の戦力と消費者(特にオタク)の活動の相互作用と意義を考察し、日本におけるポピュラー・カルチャーの現場を特徴付ける点を取り上げながら、様々な産業と趣向を紹介していく。皆さんはこの授業によって日本のポピュラー・カルチャーの展望を成立させ、これから自分の研究において活用できる観点や考え方を見つけたらありがたいと思う。
Course Objectives and Course Synopsis (授業の目的と概要)	This course focuses first and foremost on Japanese popular culture: its key concepts, main media forms, genres and practices. It aims to demonstrate how creative industries (for instance, TV producers, publishers, or game developers) interact with consumers (especially fans), and how popular culture is disseminated and used. Through this course, students will gain an opportunity to consider multiple phenomena that distinguish cultural production in Japan, from economic conditions that influence creative industries, to consumption patterns and fan activities, to storytelling techniques, to the specificity of various media. Students will develop a more nuanced understanding of Japanese popular culture, on the one hand, and be able to discover new lines of inquiry potentially applicable in their postgraduate research, on the other hand.
学修の到達目標	いわゆる「オタク市場」の主なメディア、ジャンルと概念、そしてその特徴と機能を様々な立場から考察できる。 消費活動と消費者の価値観および要望の関連性、もしくはそれらと影響しあう産業の構造を理解する。
Learning Goals (学修の到達目標)	By the end of the course, students should be able to: 1) Describe major media associated with Japanese otaku market, their history, specifics of their production, distribution and consumption, as well as their relations with other media. 2) Recognize specific features of Japanese media and consumer behavior, but also find analogues and parallels in other countries where possible; use this understanding of the specific and the common to discern world-wide trends in popular culture. 3) Consume and evaluate works of Japanese popular culture from multiple standpoints, addressing both form and content and taking into account factors that might have shaped the former and the latter.
授業内容・方法と進捗予定	The course will be conducted in English, however supplementary reading may include materials in Japanese. CLASS CODE (for Google Classroom): uizaopu 1. Introduction: Various 'cultures' — popular culture 2. Proto-popular culture in Edo period 3. The 'CUTE' wave 4. Many faces of 'kyara' 5. What is 'otaku'? 6. Different types of fan engagement and fan creativity 7. Various media of otaku market I 8. Various media of otaku market II 9. Various media of otaku market III 10. Various media of otaku market IV 11. How is 'character' different from 'kyara'? 12. Japanese TV and tarento 13. Idols, celebrities, and promotional agencies 14. Otaku market expanding outside Japan 15. Final test (講義構成は変更することがあります) (the lecture content may be subject to change)
Class Schedule and Activities (授業内容・方法と進捗予定)	The course will be conducted in English, however supplementary reading may include materials in Japanese. 1. Introduction: Various 'cultures' — popular culture 2. Proto-popular culture in Edo period 3. The 'CUTE' wave 4. Many faces of 'kyara' 5. What is 'otaku'? 6. Different types of fan engagement and fan creativity 7. Various media of otaku market I 8. Various media of otaku market II 9. Various media of otaku market III 10. Various media of otaku market IV 11. How is 'character' different from 'kyara'?

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- 15. Final test
(講義構成は変更することがあります)
(the lecture content may be subject to change)

成績評価方法 成績評価は、次の方法と割合で行う:出席(40%)、期末テスト(35%)、課題(15%)および授業への貢献を加味する。

Grading Plan (成績評価方法) Attendance – 40%, work in class – 10%, assignments – 15%, final test – 35%
If you have to be absent from class, you must notify the lecturer in advance.

教科書
および
参考書

授業時間外学修 Students are required to read and material provided to them by the lecturer before class.
Students are also encouraged to actively draw examples and cases from their own experience of popular culture within and outside Japan.

実務・実践的授業
/Practical
business
※○は、
実務・実践的
授業であることを示す。
/Note: “○”
Indicates
the practical
business

その他 If you have any questions regarding the course, feel free to contact me via the following email:
olga.s.kopilova@gmail.com
You can also find me in OASIS on Mon.~Thur. 10 am-12 pm.
https://www.tohoku.ac.jp/en/about/facilities/students/71_oasis.html

更新日付 2020/04/13 08:09