

④ 科目名	日本語・日本文化論各論Ⅱ
④ 科目名/Subject	Studies of Japanese Culture(Special Lecture)Ⅱ
④ 曜日・講時	後期 金曜日 3講時
④ 単位数	2
④ 担当教員	KOPYLOVA OLGA
④ セメスター	
④ 科目ナンバリング	-
④ 使用言語	

④ 授業題目	日本語・日本文化論各論Ⅱ
④ Course Title (授業題目)	Studies of Japanese Culture(Special Lecture)Ⅱ: Otaku Market and Fan Cultures
④ 授業の目的と概要	本授業は「日本文化論特論Ⅰ」をもとに、日本におけるポピュラー・カルチャーとファン・カルチャー(オタク文化)の相互関係を説明する。具体的に言えば、オタクの根本的な価値観、興味及び指向、そしてそれに応じたコンテンツの分類を解説した上で、創造産業と消費者の相互影響を明らかにする。各々の創造産業の事情と戦略、コンテンツと物語内容の関係性、表現メディアの特徴、ファン活動と消費パターンといった幅広いテーマが取り上げられ、受講者が様々なメディアやそれに関連するサブカルチャーの特徴について知ることができる。皆さんがこの授業によって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。
④ Course Objectives and Course Synopsis (授業の目的と概要)	As a direct continuation of日本文化論特論Ⅰ (taking the first course is not a strict requirement), this course demonstrates how popular culture in Japan mixes with a more niche fan (otaku) culture and vice versa. It describes typical fan practices and values and proceeds to demonstrate how creative industries (for instance, TV producers, publishers, or game developers) interact with consumers (especially fans) and how different types of IP are 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 various entertainment media and their most dedicated consumers, on the one hand, and be able to discover new lines of inquiry potentially applicable in their postgraduate research, on the other hand.
④ 学修の到達目標	<p>——オタク市場に関わる主な表現メディアの歴史を把握し、メディアの生産、流布と消費の特徴、あるいはメディアの相互関係についての知識を有する。</p> <p>——日本のオタク文化及びファンの消費行動の特徴、それに関連する主な概念を知り、他の国におけるファン・カルチャーとの共通点あるいは類似点を見いだせる。</p> <p>——日本のポピュラー作品を多面的かつ包括的に解説し、様々な観点から評価できる。</p>
④ 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 key concepts of the otaku culture and general trends in fan consumption in Japan; 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.
④ 授業内容・方法と進度予定	<p>[授業内容・方法と進度予定] The course will be conducted in English, however supplementary reading will include materials in Japanese.</p> <ol style="list-style-type: none"> 1. The many faces of otaku 2. Different types of fan engagement and fan creativity 3. What is media mix? Creative industries and transmedial franchises 4. Various media of otaku market I: how anime is made 5. Various media of otaku market II : how manga is made 6. Various media of otaku market III: manga industries 7. Various media of otaku market IV: games – Monster Hunter and its popularity; visual novels 8. Various media of otaku market V: visual novels and voice acting; audio dramas 9. Various media of otaku market VI: voice acting history in Japanese popular media 10. Various media of otaku market VII: tokusatsu films/TV series and kaijū 11. 2.5-jigen practices: cosplay and anime tourism (contents tourism) 12. 2.5-jigen practices: 2.5 stage plays/musicals 13. Idols, celebrities, and promotional agencies 14. Otaku market expanding outside Japan 15. Final test <p>(講義構成は変更することがあります) (the lecture content may be subject to change)</p>
④ Class Schedule and	<p>[授業内容・方法と進度予定] The course will be conducted in English, however supplementary reading will include materials in Japanese.</p>

Activities (授業内容 ・方法と 進度予定)	<ol style="list-style-type: none"> 1. The many faces of otaku 2. Different types of fan engagement and fan creativity 3. What is media mix? Creative industries and transmedial franchises 4. Various media of otaku market I: how anime is made 5. Various media of otaku market II: how manga is made 6. Various media of otaku market III: manga industries 7. Various media of otaku market IV: games – Monster Hunter and its popularity; visual novels 8. Various media of otaku market V: visual novels and voice acting; audio dramas 9. Various media of otaku market VI: voice acting history in Japanese popular media 10. Various media of otaku market VII: tokusatsu films/TV series and kaijū 11. 2.5-jigen practices: cosplay and anime tourism (contents tourism) 12. 2.5-jigen practices: 2.5 stage plays/musicals 13. Idols, celebrities, and promotional agencies 14. Otaku market expanding outside Japan 15. Final test <p>(講義構成は変更することがあります) (the lecture content may be subject to change)</p>
成績評価 方法	成績評価は、次の方法と割合で行う: 出席(20%)、課題(35%)、中間と期末テスト(35%)、および授業への貢献を加味する(10%)。
Grading Plan (成績評価 方法)	Grading policy Attendance – 20%, work in class – 10%, assignments – 35%, tests – 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	必要な適宜資料を配布する。 No textbook will be required as readings will be provided by the instructor.
授業時間外 学修	Students are required to read the materials provided to them by the lecturer and complete corresponding assignments 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 ※〇は、 実務・実践的 授業であることを 示す。 /Note: “〇” 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 my office on Mon.~Fri. 8:30 am-17.30 pm.
更新日付	2021/08/25 13:54
	1単位の授業科目は、45時間の学修を必要とする内容をもって構成することを標準としています。1単位の修得に必要な学修時間の目安は、「講義・演習」については15～30時間の授業および授業時間外学修(予習・復習など)30～15時間、「実験、実習及び実技」については30～45時間の授業および授業時間外学修(予習・復習など)15～0時間です。 One-credit courses require 45 hours of study. In lecture and exercise-based classes, one credit consists of 15-30 hours of class time and 30-15 hours of preparation and review outside of class. In laboratory, practical training, and practical skill classes, one credit consists of 30-45 hours of class time and 15-0 hours of preparation and review outside of class.