

<p>〔授業名〕 Introduction to Humanities and Social Sciences / 人文社会科学総合（学部） Advanced Study of Humanities and Social Sciences / 人文社会科学研究（大学院）</p>
<p>Course codes: 2rdt6lv（学部） s7jz2gx（大学院）</p>
<p>Google Classroom codes: [LM25301]（学部） [LB65307]（大学院）</p>
<p>〔授業題目〕 Popular Culture and Otaku</p>
<p>〔使用言語〕 英語</p>
<p>〔授業者〕 Kopylova Olga（東北大学 文学研究科・文学部 国際交流室 助教）</p>
<p>〔科目群〕 〔対象〕 文学 全外国人留学生</p>
<p>〔授業の目的と概要〕</p> <p>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 creative workers) 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.</p> <p>本授業は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。</p>
<p>〔授業の到達目標〕</p> <p>By the end of the course, students should be able to:</p> <ol style="list-style-type: none"> 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. <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>

〔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.

SEMESTER I (秋)

1. Course introduction; what is 'otaku'?
2. The many faces of otaku I: A history of fan practices in Japan
3. The many faces of otaku II: Fandom criticized from outside and within (reaction paper)
4. Different types of fan engagement and fan creativity (reading assignment 1)
5. 2.5-jigen practices I: The history of voice acting in the Japanese popular media
6. 2.5-jigen practices II: Voice acting in the Japanese popular media today (reaction paper)
7. 2.5-jigen practices III: 2.5 stage plays/musicals (final assignment: preliminary stage)
8. Many faces of 'kyara': Yurukyara (reading assignment 2)
9. 2.5-jigen practices IV: Anime (contents) tourism
10. 2.5-jigen practices V: Cosplay (reaction paper)
11. *Fujoshi* and BL (reading assignment 3)

NEW YEAR

12. J-Horror: History, main themes and tropes of the genre
13. J-Horror: Western remakes (reaction paper OR reading assignment)
14. 2.5-jigen practices VI: Live-action adaptations
15. (final assignment)

SEMESTER II (春)

1. Course introduction; popular media and otaku markets
2. What is media mix? Creative industries and transmedia franchises (creative assignment)
3. A brief history of Japanese video games (reading assignment 1)
4. Visual novels and simulation games (reaction paper)
5. Group presentations: introducing (Japanese) video games
6. Idols, celebrities, and promotional agencies I: *Tarento*
7. Idols, celebrities, and promotional agencies II: Idols (reaction paper)
8. Korean waves in Japan (reading assignment 2) – overlaps w. Ojōsama Daigaku
9. Asian TV Drama: Translations, localizations, remakes – overlaps w. Ojōsama Daigaku
10. Anime industry: How anime is made (reading assignment 3)
11. Anime industry today: Problems and changes (reaction paper)
12. Manga industry: Who is involved in manga production? (reading assignment 4)
13. Manga industry in the 21 century (reaction paper)
14. Presentations: introducing media mixes/franchises
15. Presentations: introducing media mixes/franchises

(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〕 **GRADING POLICY**

成績評価は、次の方法と割合で行う：出席（25%）、課題（75%）

課題は重要！

出席=1、遠隔での参加（特別の理由がない限り）=0.5

Attendance – 25%, assignments – 75%

ATTENDANCE (25%)

Students absent for **five or more** classes may be disqualified from the course.

If you must be absent from class, you must notify the lecturer in advance.

Presence in class=1, participating online (without special reason)=0.5

ASSIGNMENTS (75%)

Blog entries + comments (40%): All students are required to join the course site on Edublogs. You will be required to write blog entries based on your reading assignments. The instructions for joining the site and a rubric for the blog entries and comments will be provided separately.

Reaction papers (20%): You will write a short reaction paper after some lectures, outlining your thoughts on the lecture content. The rubric for reaction papers will be provided separately.

Blog entries, comments, and reaction papers are all graded and affect your final score.

Final assignment (15%)

For the fall semester: a project about 2.5D culture (detailed instructions will be provided after the 7th lecture)

For the spring semester: two presentations (on a Japanese game and on a franchise/media mix of your choice)

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.

〔授業時間外学習〕

The course will be conducted in English.

使用言語は英語です。

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 in Japan and overseas.

If you have any questions regarding the course, feel free to contact me via the following email:

kopylova.olga.d4@tohoku.ac.jp

You can also find me in my office (building C13, 827) on Mon.～Fri. 8:30 am-17.30 pm.

私の主な連絡先：

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