

Subject	Introduction to Humanities and Social Sciences		
Timetable	Fri.3Period		
Semester	6	Credit(s)	2Credits
Instructor	KOPYLOVA OLGA		
Course Number	LHM-OHU311J	Language Used	The course will be conducted in English.
Course of Media Class		Main Subjects	○
Course Title	The Otaku Culture: Media, Industries, and Fandom ②		
Course Objectives and Course Synopsis	<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>		
Learning Goals	<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. 		
Class Schedule and Activities	<ol style="list-style-type: none"> 1. Course introduction; popular media and otaku markets 2. What is media mix? Creative industries and transmedia franchises 3. A brief history of Japanese video games 4. Adventure novels and video games 5. Presentations: Introducing your favourite franchises 6. Idols, celebrities, and promotional agencies I: Tarento 7. Idols, celebrities, and promotional agencies II: Idols 8. Korean waves in Japan 9. Asian TV Drama: Translations, localizations, remakes 10. Anime industry: How anime is made 11. Anime industry today: Problems and changes 12. Animated TV series screening: Shirobako (2014–15) 13. Manga industry: Who is involved in manga production? 14. TV program screening: Manben: Behind the Scenes of Manga with Urasawa Naoki (2015–23) 15. Manga industry in the 21 century <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>		
Grading Plan	<p>ATTENDANCE (15%) 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</p> <p>ASSIGNMENTS (85%) Reading assignments (30%): reading assignments are based on publications by Japanese cultural critics and Western academics on Japanese popular culture and fandom.</p> <p>Reaction papers (45%): You will write a reaction paper after some lectures, outlining your thoughts on the lecture content. The rubric for reaction papers will be provided separately.</p> <p>Short presentation (10%): You will introduce favourite transmedia franchise. The guideline and rubric for the presentation will be provided separately.</p>		
Textbooks and Recommended Readings	No textbook will be required as readings will be provided by the instructor.		
Assignments	<p>Out-of-class preparation covers 3 hours a week on average and includes</p> <ul style="list-style-type: none"> > revision of lecture contents based on slides (slides to be distributed after class) (<1 h) > reading and writing assignments (2-5 h) > reaction papers completed and submitted after the lecture or screening (1 h) > preparing a short presentation (2-3 h) 		
Practical business			

Other Remarks	<p>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.</p> <p>私の主な連絡先： kopylova.olga.d4@tohoku.ac.jp</p>
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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 skill classes, one credit consists of 30-45 hours of class time and 15-0 hours of preparation and review outside of class.