ANTHROPOLOGY 215--JAPANESE POPULAR CULTURE
Projected course outline--subject to revisions

September 2011 - December 2011
3 credits, classes meet TTh 9:30-11:00
Office Hours: Th 12:45-1:45 and by appt.

Instructor: Dr. Millie Creighton
Office AnSo: 3109
Office Phone: 604-822-5426

COURSE DESCRIPTION
While we will cover basic paradigms utilized in social science research and analysis of Japan, while focusing on Japanese popular and mass culture. Topics covered include such things as: television shows, dramas, movies, advertising, marketing, manga (Japanese style “comics”), anime (Japanese animation), theatrical forms, popular literature, popular music, fashion, fads, tourism, toys, and sports.

REQUIREMENTS
Students are expected to attend lectures and participate in discussions. There is a mid-term and a final exam. An essay assignment (suggested length 3-4 pages) is required on a topic to be distributed in class. Students will give collective group presentations. Written assignments must be original works for this class, and cannot be submitted for credit to other classes. These essays must be submitted in class, or to the main office submission box during the appropriate hours. Do not submit assignments under the instructor’s door, in mailboxes on doorsteps, or anywhere else. Do not submit assignments by email unless prior specific agreements have been made for this. Late submissions will result in points deducted from the assignment grade. An individual instructor at UBC cannot necessarily alone grant an extension should an emergency prevent students from taking an exam or completing course work on time. If such a situation arises one can discuss with the instructor and contact the Arts Advising Office for appropriate procedures. Students will not necessarily have the right to make-up missed exams. It is a problem if exams are not taken on the scheduled date, thus taking exams on other than the scheduled dates may result in points deducted from the grade.

GRADING

<table>
<thead>
<tr>
<th>Anticipated Grading Criteria</th>
<th>% of total grade</th>
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<tbody>
<tr>
<td>Mid-Term Exam</td>
<td>25%</td>
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<tr>
<td>Essay Assignment:</td>
<td>30%</td>
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<tr>
<td>Group Presentation:</td>
<td>10%</td>
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<tr>
<td>Participation:</td>
<td>10%</td>
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<tr>
<td>Final Exam:</td>
<td>25%</td>
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<tr>
<td>Total</td>
<td>100%</td>
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Note: Participation involves both attendance and active participation (hence more than simply attending classes). While the grading for participation is separate from the presentation grade, active participation in the group project and results of it for the presentation also figure significantly into the participation grade.

SCHEDULE
No UBC Undergraduate Arts Classes on Monday, Sept 6, 2011 due to Labour Day holiday
No UBC Undergraduate Arts Classes on Tuesday, Sept 7, 2011 due to UBC “Imagine Day”

Week: Dates and Topics
1 Sep 9 Japan & Popular Culture in Anthropological Perspective

2 Sep 13 and 15 Introduction to Japanese popular culture

3 Sep 20 and 22 Paradigms of Japanese Culture & Early Pop Culture
Readings: selection from Adam Kern on Manga, Comicbook Culture and Edo Era Kibyoshi
Begin reading: Riding the Black Ship: Japan and Tokyo Disneyland (suggested pp 1-80 week 3)

4 Sep 27 and 29 Culture Paradigms cont., Globalization & Nostalgia
Readings: Riding the Black Ship: Japan and Tokyo Disneyland, pp. 81-160 by week 4.

5 Oct 4 and 6 Urbanization, Modernization & Internationalization
Discussion of Work Culture through 1980s, American influence, and Tokyo Disneyland

6 Oct 11 and 13 Constructing Identity & Otherness, Media Images
For Thurs, Oct 13, Creighton article on “Imaging the Other in Japanese Advertising Campaigns and Russell article on “Race and Reflexivity: the Black Other in Contemporary Japanese Mass Culture”.

7 Oct 18 and 20 Gender, Women’s Role, Child-Raising, & Cuteness
Readings: For Tuesday, Oct 18, Kinsella article on “Cuties in Japan”.
For Thursday Oct 20, Allison article on “Japanese Mothers and Obentos: the Lunch Box as Ideological State Apparatus.

Mid-Term Exam (scheduled for Thursday, Oct 27, 2011)

8 Oct 25 and 27 Socialization and Consumerism, Mid-Term Exam
Readings: For Tuesday, Oct 25, Creighton article on “Edutaining Children: Consumer and Gender Socialization in Japanese Marketing” (Required).
Creighton article on “The Depato: Merchandising the West While Selling Japaneseness” (Recommended)
Mid-Term exam on Thursday, Oct 27.
Begin reading Lukacs book, Scripted Affects, Branded Selves, pp 1-57

9 Nov. 1 and 3 Changing Times, Reconstructions of Identities
Readings: For Tuesday Nov. 1, Creighton article on “Changing Heart (Beats): From Japanese Identity and Nostalgia to Taiko for Citizens of the Earth”

10 Nov 8 and 10 Popular Films, Television Dramas, and Identity
Readings: For Tuesday, Nov 8, complete Lukacs book, pp. 177-209.
Readings: For Thursday, Nov. 10, Creighton article on “Japanese Surfing the Korean Wave: Drama Tourism, Nationalism and Gender via Ethnic Eroticisms.”

11 Nov. 15 and 17 guest lecture/student presentations
12 Nov 22 and 24 student presentations
13 Nov 29 and Dec 1 student presentations and review
Readings: Finish all readings

**Final Exam during Final Examination Period**

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**READINGS**

Books:
Required:

Course Packet Articles:
Required:

**Recommended Readings:**