

# Introducing Japanese Popular Culture

*Edited by*

**Alisa Freedman and Toby Slade**





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ROUTLEDGE

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# Introducing Japanese Popular Culture

Specifically designed for use on a range of undergraduate and graduate courses, *Introducing Japanese Popular Culture* is a comprehensive textbook offering an up-to-date overview of a wide variety of media forms. It uses particular case studies as a way into examining the broader themes in Japanese culture and provides a thorough analysis of the historical and contemporary trends that have shaped artistic production, as well as politics, society, and economics. As a result, more than being a time capsule of influential trends, this book teaches enduring lessons about how popular culture reflects the societies that produce and consume it.

With contributions from an international team of scholars, representing a range of disciplines from history and anthropology to art history and media studies, the book's sections include:

- Television
- Videogames
- Music
- Popular Cinema
- Anime
- Manga
- Popular Literature
- Fashion
- Contemporary Art

Written in an accessible style by a stellar line-up of international contributors, this textbook will be essential reading for students of Japanese culture and society, Asian media and popular culture, and Asian Studies in general.

**Alisa Freedman** is an Associate Professor at the University of Oregon and Editor-in-Chief of the *U.S.–Japan Women's Journal*. Her publications include *Tokyo in Transit: Japanese Culture on the Rails and Road* (2010).

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**To our students**





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# Japanese Conventions

**Major Eras in Japanese History:** Japanese coins, calendars, and other media are often dated both by the Japanese reign period and the Gregorian year (for example, Heisei 29 and 2017). Kamakura, Muromachi, and Edo are the names of the capital cities; subsequent time periods (after Meiji) were symbolically named by the government (for example, Meiji means “Enlightened Rule”) and correspond to the reign of an Emperor.

Jōmon Period—10,000–300 B.C.E.

Yayoi Period—300 B.C.E.–250

Tomb Period—250–500

Asuka Period—500–710

Nara Period—710–794

Heian Period—794–1191 (sometimes end date given as 1185)

Kamakura Period—1191–1333

Muromachi Period—1334–1573 (Also known as the Ashikaga Period after the ruling clan.)

Edo Period—1603 (1600)–1868 (Also known as Tokugawa Period after the ruling clan.)

Meiji Period—1868–1912

Taishō Period—1912–1926

Shōwa Period—1926–1989

Heisei Period—1989–

**Names:** Names are given in the Japanese order of surname before given name, unless individuals refer to themselves or their eponymous brands in the English order, such as Yohji Yamamoto and Issey Miyake. In the case when celebrities use mononyms or authors and artists pennames, they are referred to by these chosen titles, rather than by their last names.

**Romanization:** Following the Hepburn Romanization System, macrons are used to indicate long or sustained vowel sounds (for example, *bishōnen*, *furitā*, and *kaijū*), with the exception of words commonly used in English like Tokyo (not Tōkyō) and Kyoto (not Kyōtō).

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