OTAKU CULTURE IN JAPAN AND ITS TRANSNATIONAL RELATION 2 credits (Spring)

日本のオタク文化と多国籍的関係 2 単位 (春学期)

OTAKU CULTURE IN JAPAN AND ITS TRANSNATIONAL RELATION 2 credits (Fall)

日本のオタク文化と多国籍的関係 2 単位 (秋学期)

Course Description:
"Anime", "Game", "Comic", and "Cosplay" are some of the aggressive and innovative forms of pop culture found in Japan. These so-called "Otaku" cultures are now focused throughout the globe and giving Japan an important role to enhance innovative creativity. It also delivers a new sense of atmosphere in terms of "Kawaii", and "Moe". These delivered contents and subcultures distributed from Japan have created trans-national cultural boom referred to as "Japanese Cool" or "Cool Japan" and now creating an inevitable cultural influence. Furthermore, political strategy suggests favorable international competitiveness to claim these cultural deliverable as the seeds of creativity influencing its national branding.

Objective of this course is to understand how the roots of these otaku cultural activities in Japan have expanded internationally as one of Simulacra with creators, and activists of the fields: How the technology has been created, and knowing its real motivation to drive these sub-cultural activities. This course will first address the backgrounds and characteristics as well as its innovative expansion of "Otaku" culture recognized internationally, that were once born in the age of competing creativity that comes from Social Darwinism inherent during the phase of its economic growth and development of Japan.

In this course, you will learn and realize how the technique and history of "Otaku Culture" and contents have advanced in Japan from three perspectives. 1) Potential of expression process 2) Digital Content technologies that are being applied 3) Breakthrough of "Otaku Culture" influenced by Trans-nationalization and Internationalization. We will learn the creation process of media contents, games, and expressions for the next generation, especially learning and understanding technologies and methods to become a representative of "Otaku Culture creator and producers". We will discuss with participants, the next generation evolving reinvented, recreated animation, games, and expression contents produced internationally outside of Japan, especially from Asia. This course will also introduce you to get use to the views, methodologies, and ideologies based on “Otaku” with practical evidence, together with knowing the route in psychological process of satisfying desire and greed with its otaku creativity.

Textbooks:
Text books and materials will be announced during the lectures.

Reference Books:
Text books and materials will be announced during the lectures.

Course Plan:
1. “Japanese Otaku Culture Surrounded and Distributed in Akihabara” There are always relations between the Japanese “Otaku Culture” and its distributed location. "Akihabara" is one of the areas in Japan making an excessive influence to "Otaku Culture". The first day of "OTAKU CULTURE WORKSHOP" will start out with introduction of "Akihabara": a presentation layer of Japanese “Otaku Culture”. We will also learn the “Shift”, “Change” and “Transformation” in Akihabara to analyze based on social cultural perspective. We will also share virtual tour to “Akihabara” with videos. During this virtual tour, we will check the co-existence of “Media Contents (Software)”, “Hardware” and “Service” in Akihabara, influencing and re-inventing each other creating endless cycle of evolution.

2. "Akihabara Tour"
"Moe, Simulacra, Desire, and Motivation"

What is “Moe (萌え)”? With specific example of creation from pop cultures, we will seek for the hints of its origins and essence. Why is there a culture that created a character called “Otokonoko (男の娘)”: a Boy in cute girls’ outfit? With a mixture of the pop culture and the Real world that we live in, we will evaluate a form of “Moe” based upon some of the perspective such as a life given from creation of “Lolicon: Lolita Complex”, and “Shota” or the personification of inorganic forms (擬人化).

"Group Work Presentation"

You have 2 Akihabara tours during the course to see the rapid shifts and changes in Japanese pop culture, we will have all the groups to do the presentation based on the theme of “Akihabara: the Shifts and changes”.

"Future of Otaku"

Contents created by so called “Cool Japan” does not originate from Japan, but from all over the world. We will see how the origins of Japanese pop culture have re-innovated and developed outside of Japan and now re-influencing the Japanese pop culture. With all the classes we discussed, we will summarize this course to recognize the collaborative possibilities based on Otaku pop cultural activities.

Other Participants will be going to Akihabara twice during the term. First visit will be done as part of lecture. You are required to go to Akihabara during 11 - 13th lecture.

**Lecturer’s Comments to Students:**

This lecture will be held in English, and if required, in Japanese as well. Some of the terminology will be in Japanese (You will need to learn some Otaku terminology in Japanese as well as in English).

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**Method of Evaluation:**

Evaluation Scheme will be as follows:

1) Participants to the class
2) Submission of Assignments/Reports

**Questions/Comments:**

Target of this workshop is for whom wishes to know further on
* Japanese Otaku Culture in General
* How endless seeds of creativity are born
* Internationalization and Trans-national “Otaku Culture”
* Knowing from “Comike”: World’s Largest Otaku Gatherings
* How it is being managed and steered
* Knowing the Participants of the event
* Understanding the future of “Comike”
* Knowing the technology and techniques behind Otaku
* Digitalization process of Comics and Anime
* Cosplay, Kigurumi “Technologies”

Assuming Target:
* Undergraduates and Graduates:
  College of Arts and Science
  Asian Studies (Especially Japanese and Asian Cultures)
  Computer Science
  Computer Games, Game Theory, Gaming Industries
  Communications, Network Technology (Infrastructure)
  Economics
  Consumption Society
  Creative Economics
  Film Studies
  Amateur filming
  Anime and Animation
  Humanities, Psychologies, Sociology
  Age of Post Moratorium
  Japanese
  Japanese culture
  Philosophy