

Communicating with Cool Japan Preconference

Preliminary Schedule

Date: June 8, 2016

Venue: Waseda University

8:00-8:30 Registration/Sign-in

8:30-9:00 Welcome/Opening Remarks

9:00-10:00 Keynote Address

Koichi Iwabuchi (Monash University)

10:00-10:20 BREAK

10:20-11:30 Parallel Panel Sessions 1

1.1 What We Live For: Women, Expression, and Empowerment in Japanese Fan Cultures

Organizer and Moderator: Adrienne Johnson

-“Band Girls” by Default: Destabilizing Gendered Norms in Visual Kei Fandom, Adrienne Johnson (University of Tokyo, Japan)

-The Fan-Shufu: Hong Kong Star Fans in/and the Home, Lori Hitchcock Matsumoto

-Sex Sells: Fandom and the Eroticization of Cosplay, Lucy Glasspool (University of Tokyo, Japan)

-My Bias, Our Bias, Not Their Bias: K-Pop Multi-Fandom Spaces in Tokyo, Miranda Larsen (University of Tokyo, Japan)

-Attracting the Female Audience through the 2.5 Dimensional Musical, Kania Arini Sukotjo (National University of Singapore, Singapore)

1.2 Methodologies of Cultural Power

Moderator:

-Measuring Cool Japan: The Influence of Cultural Richness and Selection of Cultural Information on Cross-cultural Attitudes and Stereotypes, Emma M. Fete (The Ohio State University, USA)

-“Cool” Japanese Robots as Cultural Power Vessels and Boundary Objects, Roger Andre Søråa (Norwegian Institute of Science and Technology, Norway)

-“Why hasn't Japan banned child-porn comics?": An Investigation into the Socio-legal Attitudes towards Yaoi Manga, Simon Turner (Chulalongkorn University, Thailand)

-Measuring Soft Power from the Recipient Context: Japanese Popular Culture Consumption and Structure-based Interpretation of Soft Power, Alleson II Decena Villota (University of the Philippines, Philippines)

1.3 Image/Text

Moderator:

- Video Game Translation and the Negotiation of Meaning between Languages, Amy Dawson-Andoh (University of Michigan, USA)
- Sexy Mulattas and Amelias: An Intersectional Analysis of Representations of Brazilian Women in Anime, Moana Luri de Almeida (University of Denver, USA)
- The Power to be Cool: Accumulating Alternative Knowledge on Japanese Fashion, Lisander Martínez Oliver (University of Tsukuba, Japan)
- Comparative Analysis of Historical and Animated Images of Japan: Perceptions of Selected Filipino University Students, Joanna Luisa Buenaflor Obispo (San Beda College Alabang, Philippines)

11:30-11:50 BREAK

11:50-1:00 Parallel Panel Sessions 2

2.1 Audience Studies, Otaku, and Fan Cultures

Moderator:

- Nihon ga suki: Otaku Identity and Media Representation of This Phenomenon in Brazil, Mayara Araujo (State University of Rio de Janeiro, Brazil)
- Split Standpoints: A Study between the Japanese-International Fandom Relationship Concerning the Feminism of Magical Girl Anime, Erika J. Garbanzos (University of Asia and the Pacific, Philippines)
- The Legends of Zelda: Transnational Fan Challenges to Video Game Narratives, Kathryn Hemmann (George Mason University, USA)
- Cosplay/Gothic: Reflections on Animecon/Finncon 2008, Mario G. Rodriguez (Stetson University, USA)

2.2 Institutionalization and Nostalgia

Moderator:

- Selling Nostalgia: Japanese Pop Culture on Philippine Television, Herb L. Fondevilla (University of Tsukuba, Japan)
- Classically J-Pop: When Classical Music and J-Pop Collide in Music for Anime, Heike Hoffer
- Murakami Haruki as Literary Export: Politics, Popularity, and the Positionality of Japan's Best-Selling Author, Tiffany Hong (Nazarbayev University, Kazakhstan)
- Cool Japan(ese) Cinema and the Institutional Power of Film Criticism, Jose Montaña (Universitat Pompeu Fabra, Spain)
- Communicating Silents to an International Audience: Woman Benshi Sawato Midori, Kyoko Omori (Hamilton College, USA)

1:00-2:30 LUNCH

2:30-3:40 Parallel Panel Sessions 3

3.1 Discontented Japanization

Moderator: Casey Brienza

- A Japanese-Brazilian Asiaticity: Challenging U.S.-centrism Outside the U.S., Moana Luri de Almeida (University of Denver, USA)

- Golden Hair and Starry Eyes: Revisiting “Mukokuseki” Character Design in Contemporary Japanese Cartoons, Beáta Pusztai (Eötvös Loránd University, Hungary)
- Cool Japan as Creative Industries: Some Contradictions, Shinji Oyama (Ritsumeikan University, Japan)
- “In ten years kids will know nothing about anime and Japan”: Framing the Progressive Vanishing of Japanese Animation from the European Contexts as a Big Issue for the Cultural and Economic Goals of Cool Japan, Marco Pellitteri (Kobe University, Japan)

3.2 The Living Popular

Moderator:

- Cool but Not Sexy: “Cool Japan” and Demographic Crisis, Erika R. Alpert (Nazarbayev University, Kazakhstan)
- Online Social Networking Among Japanese Millennials: A Cultural Space for Empowerment, Phyllis Bo-yuen Ngai (University of Montana, USA)
- Live Idol Community: Live Idols in Japanese Urban Life and their “Negotiation,” Keiko Takeda (University of Tokyo, Japan)
- Listening to Japan: Popular Music and the Everyday, Rafal Zaborowski (London School of Economics and Political Science, UK)

3:40-4:00 BREAK

4:00-5:10 Parallel Panel Sessions 4

4.1 Digital Productions: Distribution, Piracy, and Globalization

Moderator: Casey Brienza

- Subtitle and Distribute: The Fandom of Anime and Policy Fansubber Mediation in Digital Networks, Krystal Cortez Luz Urbano (Universidade Federal Fluminense, Brazil)
- Exoticising the Bizarre or Making Meaning? Appropriating Japanese Television Show GIFS on Social Media, Tim Highfield (Queensland University of Technology, Australia)
- Repackaging Japanese Culture: The Digitalization of Folktales in the Pokémon Franchise, Erika Ann Sumilang-Engracia (Philippines)
- It’s Now Cool to Share: Japanese Youths and Their Changing Relations to Video Sharing Sites, Toshie Takahashi (Waseda University, Japan)

4.2 Localization, Adaptation, and Hybridization

Moderator:

- Moon Prism Power! Censorship as Adaptation in the Case of Sailor Moon, Samantha Close (University of Southern California, USA)
- Wrong Time, Right Place? Revisiting the Film Daughter of the Nile and the Manga Series Crest of the Royal Family, Ping-hao Chen (National Central University, Taiwan) and Yu-ling Kung (University of Canterbury, New Zealand)
- Somewhere in Between: Analyzing the Hybridization of Japanese Popular Music, Lara Danielle Cartujano (University of the Philippines Diliman, Philippines)
- Free Love: Japanese Women’s Games, Fan Translations, Gendered Otaku and Game Cultures and the Politics of Game Localization, Sarah Christina Ganzon (Concordia University, Canada)

-Konnichiwa Amigo! A Study of the Arrival of Anime and Manga in Mexico and the Role of Local Actors in Their Dissemination and Popularization, Edgar Santiago Peláez Mazariegos (Waseda University, Japan)

5:10-5:30 BREAK

5:30-7:00 Reception and New Books Spotlight