

The Present & Future Prospects of Japanese POP Culture



College of Image Arts and Sciences

Summer

2015

Program

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RITSUMEIKAN

Date: July 27th, 2015 – August 7th, 2015



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Let's Study Pop Culture

2015 Summer

This course overviews the birth, the present and the future prospects for Japanese pop culture. It focuses in particular on those elements of Japanese pop culture that have had a substantial influence globally: manga, anime, computer games, and the character business. The course will look at the uniqueness of the culture and its impact on the world while also studying the connections with traditional Japanese culture as well as Japanese culture more broadly speaking.

Pop Lectures (Tentative Syllabus) Taught in English 90 mins

- ① Fieldtrip 1: Toyosato Elementary School
Japanese anime and Contents tourism.
Digital Animation, 'Slice of Life' Anime, Contents Tourism
- ② Fieldtrip 2: Kyoto Manga Museum
Characteristics of Japanese manga and the outlook for it.
Boys Magazines, Book Borrowing Culture, Manga Magazine, wide variety of genres
- ③ Japanese pop culture and its globalization
Cool Japan, diplomacy through pop culture
- ④ History of Japanese manga and its expansion
Chouju-Giga (Caricature of Animals), Hyakki-Yagyou (Night Parade of One Hundred Demons) Picture Scrolls, Ukiyo-e Paintings, the Japan Punch
- ⑤ History of Japanese anime and its expansion
Anime before and during the war, education in anime, Toei Animation Company
- ⑥ The two pillars in the development of Japanese anime
Toei Animation Company, Mushi Production Company, limited animation, media mix
- ⑦ Development and globalization of Japanese characters
Sanrio, open platform, license

- ⑧ The birth and role of local mascot characters
Yuru-Kyara, mascot characters, redevelopment of local towns
- ⑨ Group Work 1: regional revitalization and contents
Brainstorming, KJ method, strategies for competitive advantage
- ⑩ The birth of video games and development of Japanese games
Arcade games, video games, platforms, console games, portable games
- ⑪ Japanese games and globalization
JRPG, interactive storytelling, games turned into forms of media
- ⑫ Japanese games and gamification
General-purpose computers, smartphones, tablet devices, GPS, HTML5
- ⑬ The birth of Kawaii culture and propagation
Social networking, propagation, word of mouth, viral marketing
- ⑭ Group Work 2: Presentation
Presentation skills, group presentation
- ⑮ Integration
Cultural diplomacy, cultural collaboration

Information

*Cancellation: No refund will be given after fees are paid to Ritsumeikan University.
*A minimum of 15 and maximum of 30 students can be accepted for this program.

✉ rsjprwjp@st.ritsumeikan.ac.jp 📞 Fee: ¥ 130,000. 🏠 Accommodation: TBA

🌐 http://www.ritsumeikan.ac.jp/eng/html/admissions/program_jp/ciassp/



Sample Schedule

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Subject to change

July 26(Sun) 🇯🇵 Welcome to Japan!	27 (Mon) ☆Orientation ☆Campus Tour ☆Welcome Event	28 (Tue) ①Japanese Class ②Japanese Class ③Japanese Class ★Kinkakuji Temple	29 (Wed) ④Japanese Class ⑤Japanese Class ⑥Japanese Class ★MAIKO	30 (Thu) ⑦Japanese Class ⑧Japanese Class ⑨Japanese Class ★Peace Museum	31 (Fri) ⑩Japanese Class ⑪Japanese Class ⑫Japanese Class ★Food Sample	Aug 1 (Sat) ①Pop Lecture (Manga Museum) ②Pop Lecture (Toyosato School)
2(Sun) Off	3 (Mon) ③Pop Lecture ④Pop Lecture ⑤Pop Lecture	4 (Tue) ⑥Pop Lecture ⑦Pop Lecture ⑧Pop Lecture	5 (Wed) ⑨Pop Lecture ⑩Pop Lecture (Toei Studio Park)	6 (Thu) ⑪Pop Lecture ⑫Pop Lecture ⑬Pop Lecture	7 (Fri) ⑭Pop Lecture ⑮Pop Lecture ☆Completion Ceremony ☆Farewell Event	8 (Sat) See you again ! ✈️



Field Trips

90 mins



Manga Museum



Toyosato School



Toei Studio Park



Japan Studies

90 mins



Peace Museum



Meeting MAIKO



Kinkakuji Temple



Food Sample



Language Classes

50 mins



Basic Japanese



Hiragana / Katakana



Pop Words



◆ Eligibility

Be enrolled as an undergraduate or graduate student at the commencement of the program. Have the ability to communicate in English OR in basic Japanese. No previous knowledge of Japanese language is required for the Japanese class.

◆ Items included in the program fee

Tuition, Fieldwork Excursions, Completion Certificate, Library Membership Card, Campus WI-Fi ID, Welcome Event, Farewell Event, Orientation Meeting, Campus Tour, and Third Party Liability Insurance.

Application Starts

April 1st, 2015



Application Due

May 26th, 2015



Payment Due

June 11th, 2015

Please visit our web site for more details.

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