



RITSUMEIKAN

College of Image Arts and Sciences

Summer



Program

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

Let's Stud

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.

Taught in English

The birth and role of local mascot characters Yuru-Kyara, mascot characters, redevelopment of local towns



Group Work1: regional revitalization and contents Brainstorming, KJ method, strategies for competitive advantage



Characteristics of Japanese manga and the outlook for it. Boys Magazines, Book Borrowing Culture, Manga Magazine, wide variety

The birth of video games and development of Japanese games Arcade games, video games, platforms, console games, portable games

Japanese pop culture and its globalization Cool Japan, diplomacy through pop culture

Japanese games and globalization

JRPG, interactive storytelling, games turned into forms of media

History of Japanese manga and its expansion

Japanese games and gamification General-purpose computers, smartphones, tablet devices, GPS, Choju-Giga(Caricature of Animals), Hyakki-Yagyou (Night Parade of One Hundred Demons) Picture Scrolls, Ukiyo-e Paintings, the Japan Punch

History of Japanese anime and its expansion Anime before and during the war, education in anime, Toei Animation

The birth of Kawaii culture and propagation Social networking, propagation, word of mouth, viral marketing

The two pillars in the development of Japanese anime Toei Animation Company, Mushi Production Company, limited animation, media mix

Group Work 2: Presentation Presentation skills, group presentation

Development and globalization of Japanese characters

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.

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



Sample Schedule



| July 26(Sun) Welcome to Japan! | | 28 (Tue) ①Japanese Class ②Japanese Class ③Japanese Class ★Kinkakuji Temple | 29 (Wed) ④Japanese Class ⑤Japanese Class ⑥Japanese Class ★MAIKO | 30 (Thu) ⑦ Japanese Class ⑧ Japanese Class ⑨ Japanese Class ★ Peace Museum | 31 (Fri) ®Japanese Class ®Japanese Class ®Japanese 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) ⑤ Pop Lecture ⑥ Pop Lecture (Toei Studio Park) | 6 (Thu) ①Pop Lecture ②Pop Lecture ③Pop Lecture | 7 (Fri) ⁽⁴⁾ Pop Lecture ⁽⁵⁾ Pop Lecture [★] Completion Ceremony [★] Farewell Event | 8 (Sat) See you again! |





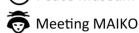
Toyosato School



Toei Studio Park



Peace Museum

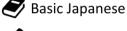




A Food Sample



Language Classes



Hiragana / Katakana

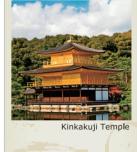


Pop Words



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.