

A BRIEF HISTORY OF JAPAN'S POPULAR CULTURE

1600 - 1868

Tokugawa Period (samurai rule, isolation)

Late 1700s

Literature (literacy rates increase),
theater (Kabuki, Bunraku), visual arts
(ukiyo-e)

1854

Japan "opens" for trade and diplomacy

1868

Meiji Restoration
Japanese style expands to Europe
Western style introduced in Japan

1914-1918

World War I

1939-1945

World War II
Western culture suppressed

1945-1952

American occupation

1954

Monster movies: global impact starts

1963

Tetsuwan atomu (Astro Boy) premier

1972

Entertainment industry: high quality reputation

1980s

Japanese Pop Boom
Golden age of Japanese animation
Manga expands to the West

1990s - present

Globalization of Japanese popular culture
Japan's "Gross National Cool"
Media (*Pokemon*, *Yu-Gi-Oh!*)
Spirited Away (2001) wins Academy Award
J-Pop: Japanese popular music
Sports: baseball talent overseas